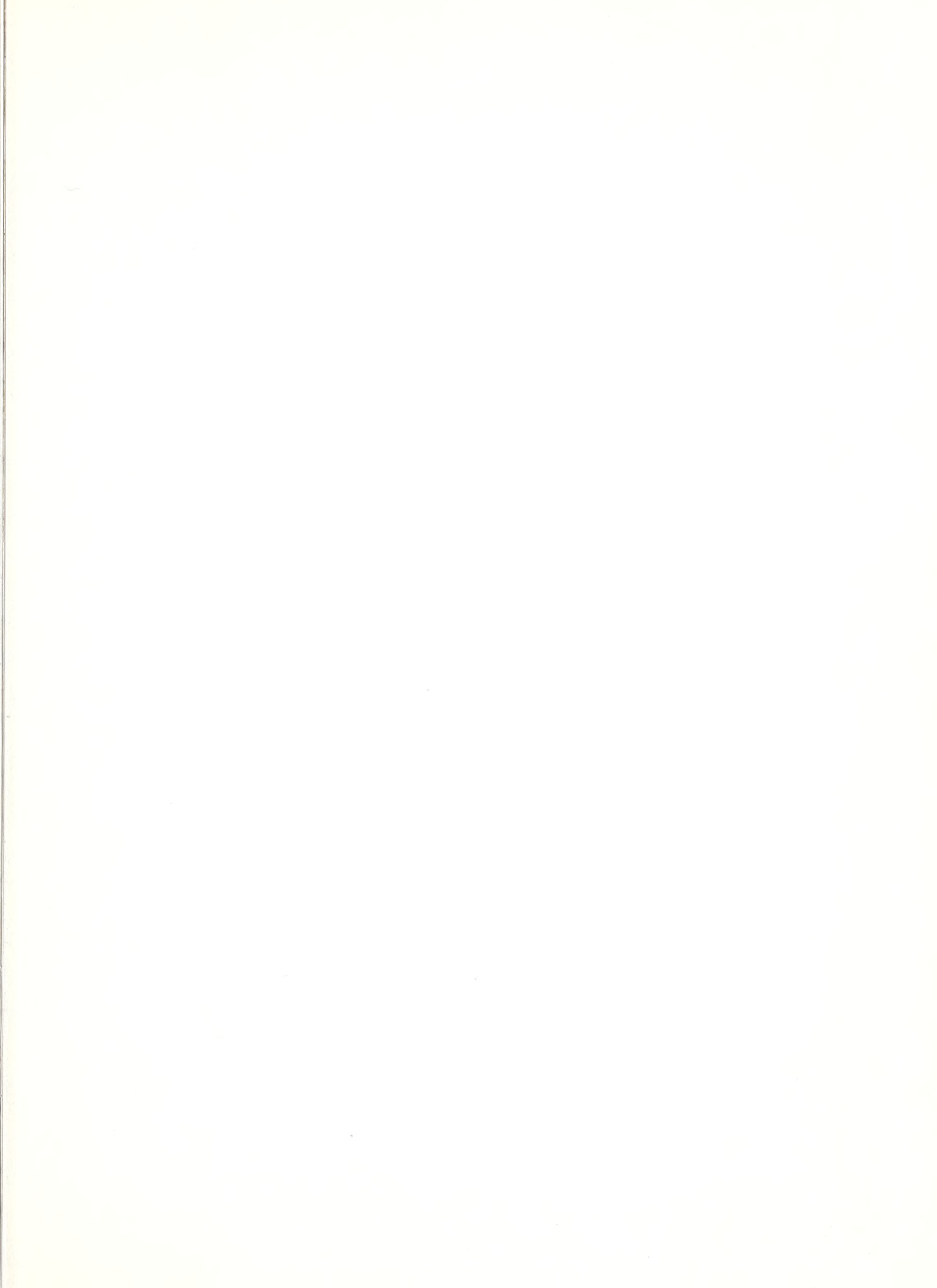




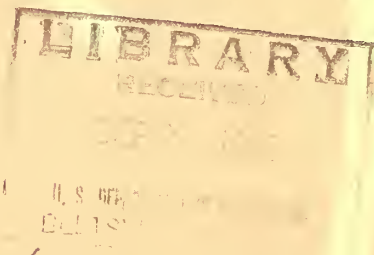
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Homemakers' Opinions About and Preferences for Broiler-Fryers and Turkeys

MARKETING RESEARCH REPORT NO. 760

STATISTICAL REPORTING SERVICE
U.S. DEPARTMENT OF AGRICULTURE

This report is concerned with homemakers' opinions about, preferences for, and uses of poultry and selected poultry products. It is one of a group of studies being conducted by the Special Surveys Branch, Statistical Reporting Service, to determine consumer reactions to agricultural products. The study was designed to aid the poultry industries in efforts to improve their market position and to provide consumers with an opportunity to express their opinions about poultry products.

The Statistical Reporting Service planned the study with advice from other services in the Department of Agriculture and from the National Broiler Council. Representatives of the National Turkey Federation, Poultry and Egg National Board, National Association of Food Chains, Arkansas Valley Industries, Gainesville Poultry Company, Gold Kist Poultry Growers, Holly Farms Poultry Industries, Jewel Tea Company, J.D. Jewell, Inc., J. McKenny Willis and Sons, Mountaire Poultry Company, Pillsbury Company, Quaker Oats Company, and Sanderson Farms, Inc., also advised in the planning stages.

The project was under the general direction of Margaret Weidenhamer of the Statistical Reporting Service, assisted by Betty Burnside and John McCoy. The study was made by Opinion Research Corp., Princeton, N.J., under contract with U.S. Department of Agriculture. The study was supervised by Benjamin M. Phillips, of the Opinion Research Corporation, under the general direction of Joseph C. Bevis. Assistance was provided by Herbert I. Abelson, Chief Psychologist. Some of the findings in this report were published in preliminary form as SRS 7 in May, 1965.

CONTENTS

	<u>Page</u>
Highlights -----	ii
Introduction -----	1
Use of broiler-fryer chickens -----	2
Broiler-fryers--purchasing practices and preferences -----	10
Homemakers' use of and attitudes toward frozen chicken -----	18
Purchases of meat or poultry on last shopping trip -----	23
Homemakers' estimate of serving limits for poultry and other meats ---	27
Homemakers' images of broiler-fryers and turkey -----	29
Use of and preferences for turkey -----	34
Use of "convenience" poultry products -----	41
Appendix -----	43

Broiler-fryers

Nationwide samplings showed that 97 percent of the homemakers questioned in 1964, compared with 93 percent in 1956, had served broiler-fryers during the preceding year.

Homemakers were also serving broiler-fryers more frequently in 1964 than they were when the previous study was made. Sixty-four percent of the users in 1964, compared with only 50 percent in 1956, reported that they had served broiler-fryers once a week or more often during the preceding year.

Price has been an important factor in stimulating homemakers' use of broiler-fryers over the past several years. Other factors which appear to have stimulated consumption were sizable increases in the use of broiler-fryers on week-days and during the winter. The increasing popularity of outdoor cooking also seems to have had a favorable effect on chicken consumption.

Key findings in the area of pricing and marketing included the following:

1. Price per pound was of more interest to consumers than was the total price.
2. Parts purchasers were more interested in knowing how many parts were in the package than in knowing the total weight of the package.
3. Although most homemakers believed that the whole bird offered the best value for the money, many reported that they usually bought selected parts of the bird to satisfy their family's preferences.
4. About one out of every two purchasers said she generally bought more when broiler-fryers were "on sale" than she would otherwise. It appears that most of the extra quantity bought was stored in the freezer for future use.
5. About one-fourth of the homemakers who bought chicken on their last main shopping trip said that the decision to buy was made in the store. Price and appearance were major factors in stimulating these impulse purchases.

When asked what they look for in selecting a broiler-fryer, homemakers indicated that they were mainly interested in getting one that was well-cleaned and free from bruises and discoloration. Size, evidence of government inspection, plumpness, and absence of pinfeathers were also important considerations.

Most homemakers believed that broiler-fryers had improved in quality over the years. When they were asked to compare broiler-fryers today with those available 8 or 10 years ago, homemakers gave 57 percent favorable comments to 24 percent unfavorable. Today's product was judged to be superior mainly in cleanliness, tenderness, plumpness, and flavor. Certain nonquality aspects were also mentioned, such as the availability of ready-to-cook birds and improvements in packaging.

In response to a direct question, one in three expressed dissatisfaction with the way broiler-fryers are now being packaged or sold. Most of the criticism was directed at either the physical properties of the package or the effects that packaging has on the chicken. Women said such things as: "packaged chicken is not fresh," "dislike the use of plastic or cellophane packages," "packages leak," "dislike cardboard packages," and "can't see inside."

As was the case 8 years ago, commercially frozen chicken was not widely accepted in 1964. Less than a third of the women who purchased broiler-fryers in the past year said that they had bought any in a frozen form. Major deterrents appeared to be price, availability, and a lack of knowledge on the part of many women as to how long commercially frozen chicken had been frozen.

There are very definite strengths and weaknesses in the image homemakers have of broiler-fryers. Among the homemakers surveyed, the strongest impressions were related to convenience, versatility, economy, and taste. Considerably weaker were homemakers' impressions of broiler-fryers with respect to their suitability for festive occasions, as a meat for sandwiches, and as a main dish item to order when dining out. Also, few homemakers exhibited impressions about the nutritional value of broiler-fryers or what effect freezing has on them.

The following findings suggest that there is a potential for increasing household consumption of chicken:

1. Homemakers were asked to estimate the number of times a week they thought they could serve chicken and other meats without their families' objecting. The results indicated that the typical family was less likely to tire of chicken than it was of any of the other meats asked about except beef. The other items included for comparison were pork, lamb or mutton, turkey, and frankfurters.
2. Most homemakers were serving broiler-fryers at a rate well below that which they considered to be maximum. For example, among women who served broiler-fryers once a week in the preceding year, 69 percent thought that they could serve chicken twice a week without their families' getting tired of it.
3. Chicken is a popular food item with children. Many mothers believed that their children would like to have chicken served more often than it was being served in the home.

Turkey

About three-fourths of the homemakers (76 percent) questioned in 1964 had served turkey during the preceding year, an increase of 11 percentage points over 1956. Most women, however, still served turkey only one to three times a year.

Although use of turkey continued to be heavily concentrated at Thanksgiving and Christmas, and on other holidays when festive meals are desired, there was an increase since 1956 in the percentage of homemakers who reported that they had served it for regular meals.

The strongest elements in the image homemakers had of turkey were its appropriateness for festive occasions and its use for guest meals and for sandwiches. In terms of image item scores, however, it was rated well below broiler-fryers on the important factors of convenience, economy, taste, and versatility.

There are signs that consumer resistance to frozen turkey is lessening. In 1956, fresh turkeys were preferred over frozen turkeys by a margin of almost five to one. In 1964, the preference for fresh over frozen had narrowed to a three-to-one ratio, and about twice as many women in 1964 as in 1956 reported that they had bought frozen turkey in the preceding year. The fact that frozen turkey is readily available appeared to be a key factor in its use. For example, 47 percent of those who usually purchased frozen turkey reported that fresh was not available while only 7 percent of those who usually purchased fresh turkey reported that frozen was not available.

Hen turkeys were bought and preferred over tom turkeys by a ratio of more than two to one. Hens were preferred mainly for their tenderness, smaller size, and flavor. The principal virtue cited by those who preferred toms was their large size.

Convenience products

About two-thirds of all homemakers had bought one or more convenience poultry products in the preceding year. The most popular item with consumers was frozen chicken pies followed by frozen turkey pies, frozen chicken dinners, and frozen turkey dinners in that order.

HOMEMAKERS' OPINIONS ABOUT AND PREFERENCES FOR
BROILER-FRYERS AND TURKEYS

By

Edward M. Knott, Study Director
Standards and Research Division
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INTRODUCTION

This study was designed to provide an up-to-date evaluation of the household market for poultry and was, in part, a replication of work conducted by the U.S. Department of Agriculture in 1956. 1/ The overall objective was to obtain current information from homemakers on some of the factors influencing the demand for poultry and to provide insights into the measures that might be taken to market poultry more effectively.

The current findings are based upon personal interviews with 2,663 homemakers. These homemakers represented a cross-section of private households in both rural and urban areas throughout the United States, excluding Alaska and Hawaii, and were selected from households in which meals were served. Respondents were selected entirely by area probability sampling procedures.

As noted earlier, some of the data are the result of questions similar to those asked in the 1956 poultry study. Data from both studies are presented for purposes of trend comparisons of consumer usage and attitudes. In certain instances selected comparisons are presented by region, community size, and other background characteristics. The same regional and community-size classifications were used in both surveys. The regional classification corresponds to that of the Bureau of the Census with the exception that Maryland, Delaware, and the District of Columbia were grouped with the Northeast rather than the South.

Following is a listing of the States included in each of the four regions:

<u>Northeast</u>	<u>North Central</u>	<u>South</u>	<u>West</u>
Maine	Ohio	North Carolina	Montana
New Hampshire	Michigan	South Carolina	Arizona
Vermont	Indiana	Virginia	Colorado
Massachusetts	Illinois	Georgia	Idaho
Rhode Island	Wisconsin	Florida	Wyoming
Connecticut	Minnesota	West Virginia	Utah
New York	Iowa	Arkansas	Nevada
New Jersey	Missouri	Louisiana	New Mexico
Pennsylvania	North Dakota	Oklahoma	California
Delaware	South Dakota	Texas	Oregon
Maryland	Nebraska	Kentucky	Washington
District of Columbia ^{2/}	Kansas	Tennessee	
		Alabama	
		Mississippi	

1/ Weidenhamer, Margaret. Consumer Preferences, Usages and Buying Practices for Poultry and Selected Poultry Products. U.S. Dept. Agr., Mktg. Res. Rpt. 252 June, 1958. 2/ Includes also that part of the Washington, D.C., Standard Metropolitan Area in Virginia.

Areas are classified by community size as follows: metropolitan--those having more than 1 million population including suburbs; urban--those having less than 1 million including suburbs, but more than 2,500; rural--those having less than 2,500. Rural areas include towns and open country farm and nonfarm population.

Respondents were asked to give their family's total annual income (before taxes) for 1963. The classification for family income groups used in the current study was adjusted to compensate for the increase in total family earnings since 1956:

	<u>Income group</u>	
	<u>1956</u>	<u>1964</u>
Lower	Under \$3,000	Under \$4,000
Middle	\$3,000-4,999	\$4,000-6,999
Upper	\$5,000 and over	\$7,000 and over

Below are the definitions of the principal percentage bases used in the report:

<u>All homemakers (2,663):</u>	Total number of respondents interviewed
<u>Users of broilers and fryers (2,586):</u>	Total number of respondents who had served broiler-fryers during the 12 months prior to the interview
<u>Purchasers of broilers and fryers (2,538):</u>	Total number of respondents who had purchased broiler-fryers during the 12 months prior to the interview
<u>Users of turkey (2,022):</u>	Total number of respondents who had served turkey during the 12 months prior to the interview

The sampling methods and sampling tolerances are described in detail in the sample design in the appendix. The questionnaire is also reproduced in the appendix. Throughout the report, the references in parentheses are to the numbered questions in the questionnaire and to the appendix tabulations which summarize answers to the questionnaire.

In interpreting the results of this study, as in all sampling studies, allowance must be made for the small errors that might result from interviewing a sample instead of all homemakers. The data are also subject to errors of response. For example, when a homemaker says she uses a product a certain number of times during a week or a year, she is describing what she considers to be her general practice and her statement should not be taken as a precise measurement of how often a given product is actually used.

In many of the tabulations, percentages add to more than 100 because respondents mentioned more than 1 of a number of choices offered.

USE OF BROILER-FRYER CHICKENS

Homemakers were questioned specifically about their use of broiler-fryers during the year prior to the interview, how frequently they served them, and reasons for infrequent use. Other topics discussed include weekday versus Sunday use, outdoor cooking, methods of preparation, and seasonal use. On most of the questions, current data are compared with data from the earlier study conducted in 1956.

The figures reported in this section, unless otherwise noted, are based on the replies of respondents in 1964 who had served broiler-fryers in the past 12 months.

Use in 1964

Over the course of a year, broiler-fryer chickens were used in virtually every household in the United States, if homemakers' testimony about the year preceding the survey is typical.

As shown in the tabulation below, 97 percent of all homemakers interviewed reported the use of broiler-fryers in the past year--an increase of 4 percentage points since 1956. The reported incidence of use is approaching the saturation point in all regions of the country. The greatest increase since 1956 has occurred in the Northeast (summary of replies to question 10).

Served broiler-fryers during the past year 3/

	<u>1956</u> <u>Percent</u>	<u>1964</u> <u>Percent</u>
United States total	93	97
South	98	98
North Central	93	98
Northeast	88	95
West	93	97

Frequency of use

Broiler-fryers are served much more frequently now than they were in 1956 when the first study was made. In the summer of 1964 almost two-thirds of the users estimated that they had served broiler-fryers one or more times a week, on the average, during the preceding year. In the summer of 1956, only half of the users estimated that they had served broiler-fryers this often.

"In the past 12 months, how often have you served broilers or fryers on the average--about how many times a week or month?" (Question 10)

	<u>1956</u> <u>Percent</u>	<u>1964</u> <u>Percent</u>
More than once a week	17)	24)
Once a week	33) 50	40) 64
2 or 3 times a month	26	23
Once a month	11	7
Less than once a month	11	4
Don't recall how often	2	2

The proportion of homemakers who indicated that they had served broiler-fryers at least once a week increased in all subgroups of the population over the earlier study in 1956. The most marked gains in frequency of serving, however,

3/ A detailed tabulation of these findings, showing results for community size, family income, and other characteristics studied is in the appendix.

occurred among homemakers living in the Northeast and West, 60 years of age or over, in the low-income group, and with a background of college attendance (question 10).

	Served broiler-fryers once a week or oftener during the past year	
	<u>1956</u> Percent	<u>1964</u> Percent
United States total	50	64
<u>Region:</u>		
South	65	74
North Central	47	58
Northeast	46	66
West	36	53
<u>Age of homemaker:</u>		
Under 30 years	46	60
30 - 39	56	68
40 - 49	54	67
50 - 59	54	64
60 and over	39	57
<u>Family income:</u>		
Lower	46	66
Middle	53	63
Upper	49	63
<u>Education of homemaker:</u>		
Grammar school or less	52	66
High school	51	63
College	43	63
<u>Number in family:</u>		
1 or 2	42	54
3 or 4	54	66
5 or more	57	73

Respondents were also asked how often they had served broiler-fryers during the 7 days preceding the interview. The current data show that the proportion of homemakers who served chicken two or more times in the past week increased from 2 in 10 in 1956 to 3 in 10 in 1964.

"How many times have you served broilers or fryers during the last seven days?" (Question 9)

	<u>1956</u> Percent	<u>1964</u> Percent
None	41	31
Once	39	39
Twice or more	19	30

Reasons for infrequent use

Homemakers who indicated that they had served broiler-fryers less than once a week were asked: "How come you don't serve broilers or fryers more often?" A

general dislike for chicken by certain family members and a feeling on the part of the homemaker that if she served chicken more frequently her family would tire of it were the reasons cited most often. By comparison, relatively few mentioned reasons relating to price, marketing, diet, or specific characteristics of the product (question 11).

Frequency of use: Now compared with 4 or 5 years ago

In response to a direct question, 38 percent of broiler-fryer users reported that they serve this type of chicken more frequently now than they did 4 or 5 years ago, 12 percent said less often, and 46 percent said about the same. As might be expected, use of chicken declined as the homemaker's age increased and the size of the family decreased.

"Are you serving broilers or fryers more often than you did four or five years ago, less often, or about the same?" (Question 12)

	<u>More often</u>	<u>Less often</u>	<u>About same</u>	<u>No opinion</u>
	<u>Percent</u>			
United States total	38	12	46	4
<u>Age of homemaker:</u>				
Under 30 years	38	7	41	14
30 - 39	42	8	48	2
40 - 49	39	11	49	1
50 - 59	39	13	47	1
60 and over	30	23	46	1
<u>Number in family:</u>				
1 or 2	31	19	44	6
3 or 4	38	8	50	4
5 or more	47	6	45	2

Favorable prices, more than any other factor, appear to have stimulated the use of broiler-fryer chickens over the past several years. When homemakers were asked why they serve broiler-fryers more often today than they did 4 or 5 years ago, they cited economy reasons four times as often as any other reason and much more frequently than in 1956. Also note in the tabulation below that the proportion who mentioned cooking skill--learning how to cook chicken more ways--increased sharply from 1956.

"How come you are serving them [broilers or fryers] more often than you did four or five years ago?" (Question 13)

	<u>1956 Percent</u>	<u>1964 Percent</u>
More economical	31	48
Children are older now	12	12
Easy to prepare	7	13
Have larger family	10	11
On restricted diet, can eat chicken	8	11
Learned how to cook more ways	1	11

The few homemakers who said they were serving broilers and fryers less frequently than they did 4 or 5 years ago gave as their principal reasons "family smaller now," or "family cares less for chicken." (Question 13)

Weekday versus Sunday use of broiler-fryers

Another reason homemakers serve broiler-fryers more frequently now is evident in the marked trend toward more weekday use of this type poultry. In 1956, broiler-fryers were served by more homemakers on Sundays (42 percent) than on weekdays (22 percent). In 1964, the opposite was true (26 percent versus 40 percent).

"In the past 12 months have you served broilers or fryers on weekdays, on Sundays, or both?" (Question 49) (If both) "Have you served them oftener for weekdays or Sundays?" (Question 50)

	<u>1956</u> <u>Percent</u>	<u>1964</u> <u>Percent</u>
Have served on both Sundays and weekdays	82	83
Served oftener on Sundays	30	20
Served oftener on weekdays	16	30
Both the same	36	33
Have served on Sundays only	12	6
Have served on weekdays only	6	10
Don't know, not ascertained	--	1

Use for outdoor cooking

The increasing popularity of outdoor cooking also appears to have stimulated the use of broiler-fryers. As shown below, three times as many homemakers in 1964 as in 1956 reported cooking broiler-fryers outdoors in the year prior to interviewing. This type of cooking increased significantly in all regions and among all subgroups of the population with the largest gains registered by younger homemakers, those in the upper income and educational groups, and among those with three or more family members (question 51).

	<u>Cooked broilers or fryers</u> <u>outdoors during past year</u>	
	<u>1956</u> <u>Percent</u>	<u>1964</u> <u>Percent</u>
United States total	11	35
<u>Region:</u>		
North Central	10	39
Northeast	10	36
West	13	36
South	12	31

Tabulation continued on next page

	<u>1956</u> <u>Percent</u>	<u>1964</u> <u>Percent</u>
<u>Age of homemaker:</u>		
Under 30 years	12	43
30 - 39	17	48
40 - 49	11	40
50 - 59	10	29
60 and over	2	12
<u>Family income:</u>		
Lower	3	19
Middle	10	37
Upper	17	48
<u>Education of homemaker:</u>		
Grammar school or less	4	17
High school	13	40
College	17	43
<u>Number in family:</u>		
1 or 2	7	23
3 or 4	12	40
5 or more	14	45

Ways of serving broiler-fryers

Accompanying the trend toward cooking broiler-fryers outdoors is an increase in the proportion of homemakers who prepare chicken in ways other than frying. (Especially noticeable is the increase in stewing or boiling and barbecuing of broiler-fryers.) Although frying continued to be the most common method of preparation in 1964, its importance had declined somewhat since 1956. Some of the differences between the results of the 1956 and the 1964 study might be due to a change in wording and questioning technique. It is logical to assume, however, that such differences are minor and that there has been a trend away from frying and toward barbecuing, baking, and the other methods.

In the 1956 study, respondents were asked the following questions:

"How often have you served broilers or fryers as fried chicken in the last 12 months--about how many times a week or month?"

"Have you served them barbecued, broiled, baked, or any other way, in the last 12 months?"

In the 1964 study respondents were handed a card listing the methods of preparation shown above and asked:

"In which of these ways have you prepared broilers or fryers in the past 12 months?" (Question 44)

Method used for preparing
broiler-fryers during past year

	<u>1956</u> <u>Percent</u>	<u>1964</u> <u>Percent</u>
Fried	94	87
Baked or roasted	41	65
Barbecued	17	47
Stewed or boiled	11	47
Broiled	26	43

Although the five major methods of preparation were common to all subgroups of the population, the popularity of each method varied from one subgroup to another. For example:

Fried chicken was most popular among homemakers living in the West, South, and North Central regions and in rural areas; among young homemakers; and among homemakers in the lower income and educational groups.

Baked or roasted chicken was most popular in the Northeast and metropolitan areas.

Barbecued chicken was most popular among the younger homemakers and those in the upper income and educational groups, and with larger families.

Stewed or boiled chicken was most popular in the South, among women 60 and over and among those in the lower income and educational groups.

Broiled chicken was most popular in the Northeast, and metropolitan areas--also among homemakers in the upper income and educational groups.

Seasonal variations in use of broiler-fryers

More than three-fourths of the users reported that the quantity of broiler-fryers consumed by their family varied very little in summer and winter.

"Would you say that your family eats more broilers or fryers in the winter, more in the summer, or about the same amount the year around?" (Question 47)

	<u>1964</u> <u>Percent</u>
About same	77
More in summer	12
More in winter	10
No opinion	1

In response to a similar question in the 1956 study, 63 percent of the homemakers indicated that the frequency with which they served broiler-fryers did not vary much from season to season. Those who did report any seasonal variation in 1956 indicated summer use over winter use by a ratio of 21 to 9. Although results of the two questions are not strictly comparable because of a difference in wording, the current data suggest that in the opinion of consumers, summer is no longer a period of peak consumption. This is not supported, however, by U.S. Department of Agriculture data, which show that in the early

1960's per capita consumption of broiler-fryers was somewhat higher in the spring and summer quarters. 4/

The question asked in 1956 was "Are there any seasons of the year when you serve broilers and fryers more often than you do during other seasons? (What seasons?)"

	<u>1956</u> <u>Percent</u>
No, none	63
Summer	21
Winter	9
Spring	9
Fall	2
No opinion	2

Outdoor barbecuing, picnics, and ease of preparation were the major factors cited by homemakers who reported that they serve broiler-fryers more often in the summer than in the winter. On the other hand, the principal factors given as contributing to increased use in the winter were that it is not too hot to cook then, and that there is a desire to serve bigger meals during cold weather (question 48).

Seasonal patterns in preparation

Homemakers were also asked which method of preparation they used most often in the winter and which they used most often in the summer. Note in the tabulation below that the frequency with which homemakers fry or broil chicken varies little between the two seasons. Baking or roasting and stewing or boiling are methods that are used more often in the winter while barbecuing is a method used almost exclusively in the summer.

"Which of these methods do you use most often in winter?" (Question 45)
"Which do you use most often in summer?" (Question 46)

	<u>Winter</u> <u>Percent</u>	<u>Summer</u> <u>Percent</u>
Fried	51	58
Baked or roasted	41	15
Stewed or boiled	19	8
Broiled	13	16
Barbecued	4	30

Many homemakers are slow to try new recipes. About one in four reported trying a new method or recipe within the year. As the socioeconomic and educational levels of women increased, their use of new ways for cooking chicken increased. Younger homemakers were more likely than older ones to use new methods or recipes.

4/ Selected Statistical Series for Poultry and Eggs through 1964. U.S. Dept. Agr., Economic Research Service.

"Have you tried a new or different recipe or way of preparing broiler-fryers in the past 12 months, or not?" (Question 52)

	<u>Yes</u> <u>Percent</u>	<u>No, have not</u> <u>Percent</u>
United States total	24	76
<u>Family income:</u>		
Lower	13	87
Middle	23	77
Upper	35	65
<u>Education of homemaker:</u>		
Grammar school or less	8	92
High school	26	74
College	38	62
<u>Age of homemaker:</u>		
Under 30 years	34	66
30 - 39	28	72
40 - 49	25	75
50 - 59	22	78
60 and over	10	90

Homemakers who tried new methods were asked to indicate the source of their ideas. The major influences reported were friends and relatives (28 percent), actual experience with a new or different chicken dish (17 percent), magazines (16 percent), cookbooks (12 percent), the homemaker's own recipe (8 percent) and newspapers (7 percent). (Question 53)

When asked what made them decide to try a new method or recipe, two women in five said "I wanted to try something new and different." (Question 54)

Other reasons cited were that it looked or sounded good (29 percent), it tasted good (15 percent), ingredients appealed to me (14 percent), it was recommended by a relative or friend (12 percent), and it sounded like an easy, fast way to prepare chicken (8 percent).

BROILER-FRYERS -- PURCHASING PRACTICES AND PREFERENCES

Most of the findings in this section are based on questions relating to homemakers' buying practices and preferences such as the form or forms (that is, whole, cut-up, or specific pieces) of broiler-fryers purchased most often; relative importance of number of parts versus total weight, and price per pound versus total price; availability of the preferred weight; weight usually bought; and criteria used in the selection process.

In addition, homemakers were asked to judge the quality of broiler-fryers available today compared with those purchased 8 or 10 years ago, and to comment about present-day packaging and marketing methods. Also, they were asked their opinions regarding the effectiveness of various grading terminology.

The percentages in this section are based on responses of homemakers who had purchased broiler-fryers in the 12 months prior to the interview--98 percent of the users.

About half (47 percent) of the purchasers reported that they usually bought broiler-fryers as whole birds. About one in five indicated that they most frequently bought the whole, cut-up form, and about the same proportion said that they usually purchased either breasts, or legs, or thighs. Relatively few women reported frequent purchases of wings or backs, or the whole bird, split in two.

As shown in the tabulation below, the proportion of women reporting the purchase of the whole bird in cut-up form decreased by 20 percentage points between 1956 and 1964, while the proportion reporting the purchase of breasts, and legs or thighs, and the whole bird increased by about the same amount.

"Here is a list of different ways broilers and fryers are sold in some places. In the last 12 months, which one of these forms have you bought most often?" (Question 16)

	<u>1956</u> <u>Percent</u>	<u>1964</u> <u>Percent</u>
Whole chicken	40	47
Whole chicken, cut-up	41	21
Breasts	15	21
Legs or thighs	13	20
Wings or backs	3	3
Whole chicken, split in two	4	2

The reasons given most frequently for buying the whole broiler-fryer were (question 17):

	<u>Percent</u>
More economical	43
Like all parts	23
Prefer to cut it up myself	21
Can prepare it in more ways	15
Whole chicken goes further	14

Those who usually purchased the whole chicken, cut-up, gave as their principal reasons (question 17):

	<u>Percent</u>
Saves time	37
Dislike cutting it myself	30
Like all parts	23

The reasons given by homemakers who usually bought breasts tended to parallel the reasons given by those who usually purchased legs or thighs (question 17):

	<u>Breasts</u> <u>Percent</u>	<u>Legs or thighs</u> <u>Percent</u>
Family prefers this part	68	64
Meatier	18	17
Little or no waste	19	17
Easier to prepare	8	11

Number of parts versus total weight

Almost 6 out of 10 women who bought broiler-fryer parts said that knowing the number of parts in the package was more important than being aware of the total weight. These reactions of homemakers indicate that perhaps retailers should show the number of parts, as well as total weight on parts packages.

In all regions of the country, women were more concerned about units than about weight when buying parts. Knowing the total weight appeared to be a little more important to Westerners than to those in other regions, but even in the West a majority indicated that the number of parts in the package is a more important factor.

"When you buy broiler or fryer parts, which is more important to you, the number of parts or the total weight?" (Question 20)

	<u>Number</u> <u>of parts</u>	<u>Total</u> <u>weight</u>	<u>Both</u>	<u>No</u> <u>opinion</u>
	<u>Percent</u>			
United States total	59	29	6	6
Northeast	63	25	8	4
North Central	60	29	6	5
South	55	29	9	7
West	55	35	4	6

Method of pricing broiler-fryers

When shopping for a broiler or fryer, homemakers tend to be more concerned with the per pound price of the bird than with the total price. When homemakers were asked which of the two pricing methods was more important, price per pound was favored over total price--45 percent to 36 percent. One in five indicated either that both aspects of pricing are important or had no preference (question 21).

Most value for money

Two-thirds of the homemakers believed that they got more value for their money when they bought a whole bird rather than just the parts.

"Which do you yourself feel gives you the best buy for your money--buying just certain parts or buying the whole bird?" (Question 22)

	<u>Percent</u>
The whole bird	66
Just certain parts	29
Other	2
No opinion	3

Women who lived in the South, those in the lower income and educational groups, and those who served broiler-fryers more often were a little more likely than others to feel that the whole bird was the best buy (question 22).

The reasons given most frequently for considering the whole bird the best buy were (question 23):

	<u>Percent</u>
It's more economical	56
I usually have need for the whole bird	24
It goes further (get more meals from it)	16
Have choice of parts	15

Those who believed that parts offer the best value argue mainly that there is less waste (55 percent) and that you have the opportunity of buying only the parts that you want (31 percent). (Question 23)

Availability of preferred weight

Getting the right weight in a broiler-fryer is a problem for only a small minority of homemakers. Most of those interviewed (76 percent) said they could usually find the weight bird they wanted. The proportion who indicated any difficulty in getting the right size bird had not changed much since the 1956 study.

"When you buy broilers or fryers, can you usually get one that is about the right weight for you or would you rather have a larger or smaller bird?" (Question 24)

	<u>1956</u> <u>Percent</u>	<u>1964</u> <u>Percent</u>
Usually find right weight	81	76
Prefer larger bird	7	8
Prefer smaller bird	3	3
Only buy certain parts	8	12
No opinion	1	1

As was evident in 1956, problems encountered in getting the right size bird were reported most often by homemakers in the West and those with families of 5 or more persons.

Homemakers' preferences for a particular weight broiler-fryer did not change greatly between 1956 and 1964. Most homemakers preferred a bird weighing between 2 and 3 pounds. The two most popular weight classifications were 2-1/2 pounds and 3 pounds (question 25).

"What weight bird do you usually buy?"

	<u>1956</u> <u>Percent</u>	<u>1964</u> <u>Percent</u>
Under 2 pounds	5	3
2 pounds	15	12
2-1/4 pounds	7	3
2-1/2 pounds	20	23
2-3/4 pounds	7	5
3 pounds	23	24
3-1/4 pounds	2	1
3-1/2 pounds	5	7
3-3/4 pounds	1	*
4 pounds or more	4	3
Only buy certain parts	8	12
No estimate given	3	7

* Less than 1 percent.

Criteria for selecting broiler-fryers

In selecting a broiler or fryer, homemakers were primarily interested in getting one that was well-cleaned and free from bruises or discoloration. Other factors given high priority in the selection process were getting the right size, evidence of government inspection, plumpness, and absence of pinfeathers.

"Here is a list of things some people look for to be sure they get good chicken. Which of these do you look for when selecting a broiler or fryer?" (Question 29)

	<u>Percent</u>
One that is well-cleaned	73
Absence of bruises or discoloration	69
The right size	66
One inspected by government	57
A plump chicken	54
Absence of pinfeathers	54
Depend on the store	39
No tears in skin	37
Some fat covering	36
Yellow color	34
Not much fat	31
Light color	31
No freezer burns	30
The brand name	20
Soft, moist skin	20
Flexible breast bone	11
Miscellaneous mentions	1
None selected	1

In general, the frequency with which each of the above factors was selected was similar for various subgroups of the sample. There were a few differences, however, worth noting:

Homemakers living in the South and West placed more importance on government inspection and brand names than did those living in the Northeast or North Central regions.

Younger women and those with higher family incomes and a better education were more inclined to select a bird light in color than one that is yellow.

Older women were more likely than younger women to consider plumpness and amount of fat to be important.

Terminology for grading poultry

Most homemakers believed that poultry grade marks which utilize words rather than letters or numbers would be the easiest to understand.

Respondents were handed a card listing the choices below and asked:

"As you probably know, some poultry is graded by the U.S. Department of Agriculture. Which of these ways of showing grades do you think would be easiest to understand--the letters, the words, or the numbers?" (Question 30)

	<u>Percent</u>
Words (choice, good, commercial)	56
Letters (A-B-C)	30
Numbers (1-2-3)	5
No opinion	9

Asked why they thought words would be easiest to understand, most said that words are more meaningful than letters or numbers. A few reasoned that other food items are word-graded and that words are easier to remember (question 31).

Comparison of broiler-fryers with those produced 8 or 10 years ago

The majority of homemakers felt that broiler-fryers were better than they were 8 or 10 years earlier. This fact was evident in their responses to questions asking them to compare broiler-fryers today with those 8 or 10 years ago:

"In what ways do you think they are better today?" (Question 26)

"In what ways do you think they are not as good as they were 8 or 10 years ago?" (Question 27)

In responding to the first question, 57 percent of the homemakers volunteered reasons why they thought broiler-fryers were "better now." In response to the

second question, only 24 percent mentioned reasons why they thought broiler-fryers not as good as they were 8 or 10 years earlier.

The reasons given most frequently for believing that broiler-fryers were "better today" fall into the five general categories shown below. The major specific comments are described under each category. See the appendix for complete information (question 26).

	<u>Percent</u>
Processing factors	29
Cleaner, more sanitary	11
Ready-to-cook	11
Improved packaging	8
Quality factors	25
Tenderness of meat	11
More flavorful	8
Plumper, more meat	8
Production factors	19
Well fed	9
Modern production methods	6
Grown faster	4
Marketing factors	13
Can buy in different ways, can purchase parts	8
Chickens are available	4
Plentiful, more abundant	2
Cheaper	9

The principal comment made by those who thought broiler-fryers not as good as before was that they had less flavor than the ones produced 8 or 10 years earlier; also there was some feeling that they were not as fresh or as well fed (question 27).

Criticism of the way broiler-fryers are packaged or sold

About one homemaker in three expressed some dissatisfaction with the way broilers and fryers were being packaged or sold. Most of the criticism was directed at either the physical properties of the package or the effect that packaging had on the chicken. Principal comments are listed below; see the appendix for complete information.

"Is there anything (else) you don't like about the way broilers and fryers are packaged or sold today?" (Question 28)

	<u>Percent</u>
No complaints or no opinion	68
Criticism of package	18
Packaged chicken is not fresh	5
Dislike the use of plastic or cellophane packages	3
Packages leak	3
Dislike cardboard packages	3

Tabulation continued on next page

	<u>Percent</u>
Can't see in the package	3
Packaged chicken is not bled thoroughly	2
Parts missing in package	2
Not singed properly	3

Effects of lower prices

Lower prices encouraged one out of every two purchasers to buy more broiler-fryers than they normally would, but it appeared that most of the larger quantity went into the freezer for future use.

In order to find out whether owning a separate freezer encouraged quantity buying, all homemakers were asked the question--

"Do you have a separate freezer unit--I mean one that is not part of a refrigerator?" (Question 78)

Responses were 33 percent "yes" to 67 percent "no."

As might be expected, the practice of stocking up on broiler-fryers when on sale was more prevalent among homemakers who reported owning a separate freezer unit than among those who said they did not have a home freezer.

"When broilers or fryers (or parts) are selling at a lower price than usual, do you generally buy more than you would otherwise, or not?" (Question 36)

	<u>All purchasers</u>	<u>Have separate freezer unit</u> <u>Percent</u>	<u>Do not have separate freezer unit</u>
Yes, buy more	51	70	42
No, do not	48	29	57
Don't know	1	1	1

(If "yes, buy more"):

"What do you do with the larger quantity, do you generally use most of it right away, use some and freeze some, or freeze most of it?" (Question 37)

	<u>All purchasers</u>	<u>Have separate freezer unit</u> <u>Percent</u>	<u>Do not have separate freezer unit</u>
Use most	8	5	11
Use some, freeze some	61	56	66
Freeze most	30	38	22
Don't know	1	1	1

HOMEMAKERS' USE OF AND ATTITUDES TOWARD FROZEN CHICKEN

Homemakers were questioned about their use of and the availability of commercially frozen chicken; how they thought commercially frozen chicken might differ from chicken frozen at home; the largest quantity they froze at one time; the quantity they now had on hand; and about their own methods of preparing chicken for the freezer. The percentages below are based on responses of homemakers who had purchased broiler-fryers in the 12 months prior to the interview.

Use of frozen broiler-fryers

Commercially frozen chicken had not achieved wide acceptance at the time of the study. Only 3 women in 10 said that they had purchased frozen chicken during the year preceding the interview. Almost half of the homemakers reported that they had never bought a store frozen bird.

"About how long has it been since you bought any frozen chicken?"
(Question 35)

	<u>Percent</u>
Less than 1 month	14)
1-6 months	12) 31
7-12 months	5)
1-2 years	8
3-5 years	5
Over 5 years	5
Never bought frozen	46
Don't know	5

In the year preceding the interview, frozen chicken was bought--

By more of the homemakers living in the South and West than in the North Central or Northeast.

By more of the homemakers living in less densely populated areas than in metropolitan centers.

By more lower income homemakers than middle and upper income homemakers.

The proportion of homemakers who reported that they had never bought frozen chicken ranged from 56 percent in the Northeast to 36 percent in the West, from 51 percent in the big cities to 42 percent in rural areas, and from 48 percent in the upper and middle income groups to 41 percent in the lower income group.

	<u>Bought frozen chicken in past 12 months</u>	<u>Never bought frozen chicken</u>
	<u>Percent</u>	
United States total	31	46
<u>Region:</u>		
West	39	36
South	35	45

Tabulation continued on next page

	----- <u>Percent</u> -----	
North Central	30	43
Northeast	22	56
<u>Area:</u>		
Metropolitan	26	51
Urban	31	46
Rural	36	42
<u>Family income:</u>		
Lower	39	41
Middle	28	48
Upper	27	48

Availability of frozen broiler-fryers

Homemakers were asked about the availability of commercially frozen broiler-fryers. Forty-two percent of the women said that frozen broiler-fryers were sold where they usually shopped and were available in the form and quantity that they desired.

"Do they sell frozen broilers or fryers where you usually shop for food, or not?" (Question 33)

	<u>Percent</u>
Yes, sell frozen	59
No, they don't	27
Don't know	14

(If "yes, sell frozen")

"Some people say they can't get frozen broilers or fryers in the way they usually buy chicken. Could you get frozen broilers and fryers in the form and amount you usually buy, or not?" (Question 34)

	<u>Percent</u>
Yes, could get desired form and amount	42
No, could not	7
Don't know	<u>10</u>
	59

Unavailability, of course, was a factor contributing to the limited use of commercially frozen chicken. Probably a more important factor was the lack of confidence many women had in this product. This was evident in their responses to a question which asked what they thought the difference was between commercially frozen and home frozen chicken. High on the list of reasons for home freezing was the argument that "When you freeze chicken yourself you always know how long it will be frozen"--the implication being that one could never be quite sure about the length of time the commercial product had been in the freezer. Also, many believed that home freezing insured a fresher and more flavorful chicken. Principal comments of respondents who had purchased broiler-fryers in the past year are listed following the question.

"In your opinion, what is the difference between chicken that is frozen at home and chicken that is already frozen when it is sold?" (Question 32)

	<u>Percent</u>
Favorable comments about home frozen:	41
You know how long it will be frozen	22
Freshness is insured	12
More flavor, better taste	10
Will be cleaned better than store frozen	4
Unfavorable comments about commercially frozen	15
Difficult to see what you are buying	4
Some stores refreeze chicken	4
Not as juicy or tender	2
Commercial freezing darkens the bones	2
More expensive	2
Dislike appearance	2
Favorable comments about commercially frozen	6
It's faster	3
It's more dependable	2
More flavor, better taste	1
Less work for homemaker	1
Freshness is insured	1

Price was another factor which tended to limit the use of commercially frozen chicken. Many women said in effect, "Why should we buy frozen when fresh is less expensive?" Those who froze chicken at home (72 percent of all purchasers) were asked why they did not buy the frozen form in the store. In addition to the economy appeal, they mentioned the satisfaction derived from knowing how long the chicken had been frozen and of being sure that it was fresh.

Principal comments of purchasers of broiler-fryers who said they froze chicken at home are given following the question.

"Why do you buy fresh chicken and freeze it at home rather than buying frozen chicken in the store?" (Question 39)

	<u>Percent</u>
Fresh chicken is less expensive	25
You know duration of frozen state	22
You can be sure it's fresh	18
Can either use it or freeze it	10
Easier to see what you're buying	8
Easier to package the desired amount	7
Fresh chicken has better flavor	7

Preparation of broiler-fryers for freezer

The steps taken by homemakers in preparing broiler-fryers for home freezing varied somewhat depending on the form of bird usually bought. As shown in the

table below, women who bought the whole bird most often were more likely to be involved in cleaning and cutting chores than were those who usually bought parts or the whole bird, cut-up. The proportion who reported that they did not do anything prior to freezer storage was highest for those who usually bought the whole form, cut-up.

"What do you do to the chicken before you put it in the freezer?"
(Question 40) Broiler-fryer purchasers who freeze chicken.

	Form usually bought			
	Breasts	Legs or thighs	Whole	Whole, cut-up
	<u>Percent</u>			
Wrap	73	72	70	62
Wash	43	45	49	35
Clean insides	18	21	31	17
Cut-up	15	13	32	12
Remove pinfeathers	12	14	17	8
Other mentions <u>1/</u>	11	12	14	10
Nothing	21	21	21	33
Don't know	*	*	1	*

1/ Included such answers as "soak them in salt water," "salt or add seasoning," "date and label the package," "dry or drain the chicken," "remove the skin," and "sing the chicken."

* Less than 1 percent.

The study also inquired about the maximum length of time broiler-fryers were kept in the home freezer in the past year, the largest number of whole birds or parts frozen at one time, and the quantity in the respondent's freezer at the time of the interview.

Length of time in freezer

Among those who froze broiler-fryers at home, the average (median) estimate of the length of time they were kept in the freezer during the past year was 3-1/2 weeks.

"During the past 12 months, what was the longest time that you kept broilers or fryers in the freezer?" (Question 41)

	<u>Percent</u>
One week or less	15
1-2 weeks	25
3-4 weeks	19
1-2 months	21
3-4 months	11
5-6 months	4
Over 6 months	3
Don't know	2

Among homemakers who owned a separate freezer unit, the average estimate of the length of time broiler-fryers were kept in the freezer during the past year was 6.2 weeks. This compared with an average estimate of 1.8 weeks for those who did not own a separate freezer unit, but used the freezer compartment in their refrigerator.

Largest number of broiler-fryers frozen at one time

Among all homemakers who froze whole broilers or fryers, the average estimate of the maximum number frozen at one time in the past year was 3.2.

"During the past year, what was the largest number of whole broilers or fryers you froze at one time?" (Question 42)

	<u>Percent</u>
2 or less	28
3-6	34
7-12	10
13-24	3
Over 24	1
None	7
Don't know	17

Among homemakers who owned a separate freezer unit, the average estimate of the largest number of whole birds frozen at one time was 4.9. For nonowners of separate freezer units the figure was 1.9.

Among all homemakers who froze broiler-fryer parts, the average estimate of the largest number stored in the freezer at one time in the past year was 6.2. Over 60 percent of them, however, were unable to give an estimate (question 42).

Number of broiler-fryers and parts in freezer

Among women who froze whole broiler-fryers, 44 percent reported not having any in the freezer at the time the interviewer called. Another 18 percent said they did not know the number on hand.

"About how many whole broilers or fryers do you have in your freezer at the present time? How many parts?" (Question 43)

24 percent said 1 or 2 birds
12 percent said 3 to 6 birds
2 percent said 7 or more birds

The average estimate was 1.6 birds for all respondents; 2.3 birds for owners of separate freezer units; and 1.2 birds for nonowners of separate freezer units.

Only a handful of women were able to estimate the number of frozen parts they had on hand (question 43).

PURCHASES OF MEAT OR POULTRY
ON LAST SHOPPING TRIP

Early in the interview, before respondents were questioned specifically about their use of broiler-fryers and turkeys, they were asked a series of questions to ascertain (1) what major poultry and meat items were purchased on the last main shopping trip; (2) whether the decision to buy a given item was made at home or in the store; and (3) what factors prompted the decision to buy.

A better understanding of when and how decisions to buy poultry are made should lead to more effective marketing of poultry, particularly at the retail level.

The percentages in this section are based on responses of all homemakers interviewed.

The survey data suggest that the incidence of purchase for chicken during the summer of 1964 was below that for beef, but considerably above that for other meat items such as frankfurters, pork, lamb or mutton and turkey.

Respondents were shown a list containing the meat items below and asked:

"On your last main shopping trip when you bought meat or poultry, which of these did you buy?" (Question 1)

	<u>Percent</u>
Beef	75
Chicken	62
Frankfurters	36
Pork (not bacon)	34
Lamb or mutton	7
Turkey	3
None	4

As the socioeconomic and educational levels of homemakers increased, purchase of beef, frankfurters, and lamb increased, but purchase of chicken, pork, and turkey remained relatively steady.

In the South, chicken was bought as frequently as beef. In the other three regions, beef was purchased more often than chicken. Lamb or mutton was most popular in the Northeast, least popular in the South.

The ratio of beef to chicken purchases was found to be greater in metropolitan and urban places than in rural areas.

It should be noted that since field interviewing was conducted during the months July through September and respondents were questioned about their last main shopping trip, data on the incidence of purchase for chicken and other meats reflect summertime purchasing habits. It should also be noted that consumption levels were not being measured since no data were obtained regarding size or amount of purchase.

Impulse versus planned purchase of meats and poultry

Although most women know what they want in the way of meat and poultry before they go into the store, impulse buying of these items is considerable. As shown below, the incidence of impulse purchasing during the summer of 1964 was highest for lamb and turkey followed by pork, frankfurters, chicken, and beef in that order. It is interesting to note that despite the variety of beef available, impulse buying of it was no greater than that for chicken, and occurred less often than for the other meat items.

Respondents who said they had bought one or more of the following items on their last main shopping trip were asked:

"Had you decided to buy _____ at home, or did you decide to buy it at the store?" (Question 2)

	<u>Decision to buy made</u>		
	<u>At home</u>	<u>At store</u>	<u>No opinion</u>
	-----	<u>Percent</u>	-----
Beef	73	26	1
Chicken	72	26	2
Frankfurters	68	30	2
Pork (not bacon)	62	36	2
Turkey	59	41	--
Lamb or mutton	57	42	1

In general, the reported incidence of impulse buying of the various poultry and meat items surveyed varied very little by region or among other subgroups of the population. The few differences worth noting are shown below. Women living in the West reported slightly higher impulse purchasing of chicken, pork, and frankfurters on their last main shopping trip than did women living in the other three regions. Also, impulse buying of chicken was found to be a little more prevalent among younger homemakers (under 30 years of age) than among those in the older age groups.

	<u>Decision to buy made at store</u>			
	<u>North</u>			
	<u>Northeast</u>	<u>Central</u>	<u>South</u>	<u>West</u>
	-----	<u>Percent</u>	-----	-----
Beef	26	23	27	29
Chicken	25	27	23	34
Pork	38	36	33	44
Frankfurters	26	29	30	43

Decision to buy chicken made at store

	<u>Percent</u>
Under 30 years	34
30 - 39	24
40 - 49	24
50 - 59	25
60 and over	24

Chicken

Reasons for impulse purchases.--Price was by far the major factor in stimulating impulse purchases of chicken--43 percent of the women gave this reason when asked why they bought chicken on their last shopping trip when they had not planned to in advance. Those who mentioned price as a factor stated either that chicken was on sale (24 percent) or that chicken was priced lower than other meats (19 percent). Attractiveness of the chicken--the fact that it looked nice or looked fresh--was another factor that stimulated purchases, being mentioned by 18 percent of the women (question 3).

Reasons for planned purchases.--Respondents who said their decision to buy chicken was made before going into the store gave these reasons most often (question 3):

	<u>Percent</u>
General approval	38
We like it	35
Just wanted it	3
Price and economy	30
Less expensive than other meats	20
It was on sale	9
It goes a long way	2
Habit; usually buy chicken	21
Certain occasion	21
Wanted to prepare a certain dish	12
Wanted it for a special occasion	11

Beef

Reasons for impulse purchases.--The principal factors in stimulating impulse purchases of beef related to appearance and availability; 31 percent said the beef looked nice, lean or fresh, and 28 percent said they saw a certain cut that appealed to them and bought it. Price was also a factor, but it was mentioned less often as a reason for buying beef (29 percent) than it was for buying chicken (43 percent). (Question 3)

Reasons for planned purchases.--Respondents who said their decision to buy beef was made before going into the store gave these reasons most often (question 3):

	<u>Percent</u>
General approval	40
We like it	37
Just wanted it	3
Wanted a certain cut of beef	27
Habit, usually buy beef	27
Certain occasion	16
Wanted to prepare a certain dish	13
Wanted it for a special occasion	5
Nourishing and healthful	16
Price and economy	15
It was on sale	7
Less expensive than other meats	5
It goes a long way	3

Reasons relating to nourishment and health were mentioned a little more often for buying beef than for buying chicken. On the other hand, economy was cited more often for chicken than for beef.

Pork

Reasons for impulse purchases.--Impulse purchasing of pork appears to have been motivated primarily by such factors as the availability of a specific piece or cut (38 percent), its attractiveness (32 percent), a feeling on the part of women that it would be a nice change (24 percent) and its price (22 percent). (Question 3)

Reasons for planned purchases.--Aside from its attractiveness in the display case, the reasons given by women who planned in advance to buy pork were similar to the reasons given by those who decided to buy it after they got into the store (question 3).

Frankfurters

Reasons for impulse and planned purchases.--Unlike impulse buying of other meats, impulse buying of frankfurters does not appear to have been stimulated by appearance and pricing factors. Regardless of whether it was a planned or an impulse purchase, frankfurters were bought mainly because they were easy to prepare and good to have on hand for certain occasions. Principal reasons for buying frankfurters are given below (question 3).

	<u>Decision to buy made--</u>	
	<u>At home</u>	<u>At store</u>
	<u>Percent</u>	
Nice to have for certain occasions	33	24
Easy to prepare	26	34
Wanted supply on hand	17	17
Habit; usually buy frankfurters	22	11

Lamb and turkey

Reasons for impulse and planned purchases.--The few homemakers who said they bought lamb or mutton when they had not planned to get it before going into the store gave as their principal reasons that it looked nice, fresh, or lean or it was inexpensive or on sale.

Relatively few women who bought turkey when they had not planned to mentioned appearance factors. The most frequent reasons they gave were that it was for a special occasion and that it was on sale. These were also the reasons expressed most often by those who made the decision to buy at home. Percentages are not reported because too few respondents reported that they bought lamb or turkey on their last shopping trip.

HOMEMAKERS' ESTIMATE OF SERVING LIMITS FOR POULTRY AND OTHER MEATS

When the study was being planned, some poultry industry advisors indicated that they thought many women did not serve chicken as frequently as they might for fear their families would tire of it too quickly. To explore this area, homemakers were confronted with two types of questions:

- (1) How many times a week do you think you could serve chicken without your family's objecting? (This question was also asked about five other meats for comparative purposes.)
- (2) Who in the family--in terms of sex and age--would like for you to deviate from your present rate of serving chicken, by either serving it more frequently or less frequently?

Family serving limits and preferences

According to the testimony of the homemakers surveyed, the typical family is less likely to tire of chicken than it is of any of the other meats surveyed except beef.

Respondents were handed a card listing six meat items and asked the following questions:

"Considering all the items on the list, which do you think you could serve three times a week without most of your family's getting tired of it?" (Question 4)

"Which ones on the list could you serve twice a week without most of your family's getting tired of it?" (Question 5)

"Which could you serve once a week?" (Question 6)

Answers to the three questions are summarized below. For example, if a homemaker said she could serve chicken three times a week she was also counted as being willing to serve it twice a week and once a week. Note that in the list below chicken scores second to beef in each of the three frequency-of-serving categories but well above the other four items. The anticipated

"fatigue" factor is most critical for turkey and lamb. Only about one homemaker in four said she could serve these items once a week without having the family object.

	Homemakers who reported they could serve item--		
	At least once a week	At least twice a week	Three times a week
	<u>Percent</u>		
Beef	97	91	76
Chicken	90	66	30
Pork (not bacon)	63	34	12
Frankfurters	52	21	9
Lamb or mutton	27	10	4
Turkey	27	12	4

Most homemakers appear to be serving chicken at a rate well below that which they consider to be maximum. This is evident when data on frequency of serving broiler-fryers are compared with opinions on serving limits.

Among women who said they served broiler-fryers about once a week, 69 percent indicated they thought they could serve chicken at least twice a week without their family's getting tired of it, and 26 percent reported they thought they could serve it three times a week.

Among women who said they served broiler-fryers two or three times a month, 87 percent indicated they thought they could serve chicken at least once a week without their family's getting tired of it, 51 percent reported they thought they could serve it at least twice a week, and 19 percent said they thought they could serve it three times a week.

Among women who said they served broiler-fryers once a month or less, 65 percent said they thought they could serve chicken at least once a week without their family's getting tired of it, 34 percent said they thought they could serve it at least twice a week, and 11 percent said they thought they could serve it three times a week.

There was, however, a wide gap between tolerance and preference. Later in the questionnaire the respondents were asked whether individual family members, including themselves, would like to have broiler-fryers served more often, less often, or about the same as now (Question 15). A majority of family members in each of the age groups were reported by homemakers as preferring to have chicken served at the current rate. However, many of the women believed their children--especially those under 13--would like to have chicken served more often. But they themselves, as well as the men in the family, would rather not have chicken more frequently.

	Those who would like chicken served--		
	More	Less	About
	<u>often</u>	<u>often</u>	<u>same</u>
	-----	<u>Percent</u>	-----
Homemakers	16	3	79
Adult males	15	11	70
Teenage boys (13-19)	31	9	57
Teenage girls (13-19)	28	7	63
Preteen boys (3-12)	37	6	54
Preteen girls (3-12)	33	4	59

HOMEMAKERS' IMAGES OF BROILER-FRYERS AND TURKEY

There were very definite strengths and weaknesses in the impressions that homemakers had of broiler-fryer chickens. This is evident when a study is made of the detailed elements that contribute to homemakers' images of this product.

The research technique used is described in detail below. It is effective in studies of this kind because many people experience difficulty in trying to recall and articulate the many ideas they have about a particular subject or product.

Respondents were asked to describe their detailed impression of broiler-fryers by selecting from a list of 20 positive and negative descriptive phrases those that fitted their impression. Failure to select a particular item does not necessarily mean that the respondent believed its opposite or that she believed the statement to be untrue--it means only that the particular phrase was not prominent in her mental image of the product.

Respondents were handed a list containing the descriptive phrases below and asked to select statements according to the following directions:

"Here is a list of some things that have been said about various foods. Please read through the list keeping broiler-fryer chicken in mind. As you know, they are small young chickens weighing up to about three pounds. Every time you come to a statement that fits your ideas or impressions of a broiler or fryer, just tell me the number of it. Pick as many statements as you wish."

(Question 7)

The statements used in the study are grouped below as positive or negative for purposes of presentation; they were not separated in this way on the card shown respondents. To cancel out any possible effect of sequence, the order of the statements on the list was varied from one respondent to another. Three versions of the image item list were used, each in approximately one-third of the interviews. The three versions were identical except for differences in the order in which the statements appeared.

Positive statements:

Makes a good weekday meal
Makes a good Sunday meal
Best to buy it at special poultry stores
Good for festive occasions
Good to order when eating out
Easy to buy just the amount you need
It's very tasty
Good for serving to guests
Smells good while it is cooking
Less expensive per serving than other meats

Quick freezing preserves the quality

Can be served many ways
Good for sandwiches
Easy to prepare
Low in calories
High in protein
It's meat

Negative statements:

Freezing takes away from flavor
It's not a meat
Takes a long time to prepare

The strongest aspects of the image homemakers have of broiler-fryers relate to convenience, versatility, economy, and taste. Of the twenty statements in the entire list, the ones that respondents selected most often to describe their impressions of broiler-fryers were (question 7):

	<u>All homemakers</u> <u>Percent</u>
Easy to prepare	69
Makes a good Sunday meal	68
Less expensive per serving than other meats	65
It's very tasty	64
Makes a good weekday meal	60
Good for serving to guests	60
Can be served many ways	59

Incidentally, the unfavorable alternative to "Easy to prepare" which was included in the list--"Takes a long time to prepare"--was rarely selected: It was mentioned by only 3 percent of the homemakers.

In describing their impressions of broiler-fryers, about half of the homemakers selected these statements: Easy to buy just the amount you need (53 percent). Smells good while it is cooking (52 percent).

The homemakers did not have very strong or favorable impressions of broiler-fryers with respect to their suitability for festive occasions, as a meat for sandwiches, or as a good item to order when dining out.

	<u>Percent</u>
Good for festive occasions	36
Good to order when eating out	33
Good for sandwiches	33

Also, the homemakers exhibited relatively little knowledge of or impressions about the nutritional value of broiler-fryers or what effect freezing has on them. Only a small percent selected the statements below.

	<u>Percent</u>
High in protein	25
Low in calories	20
Quick freezing preserves the quality	19
Freezing takes away from the flavor	14

More homemakers (37 percent) characterized broiler-fryers as meat than as not being meat (4 percent), but the large majority had no impression one way or the other. Relatively few women (16 percent) felt that broiler-fryers should be bought at special poultry stores.

In general, homemakers' images of broiler-fryer chickens did not vary much among different segments of the population. The few items on which differences did occur are shown below.

With one exception, the following descriptive phrases were selected less frequently by homemakers living in the Northeast than by those living in the other three regions--women in the Northeast were a little more inclined than those in the other regions to characterize broiler-fryers as "good for sandwiches." Homemakers in the West selected the first five descriptive phrases more frequently than those in any of the other regions.

	<u>Northeast</u>	<u>North Central</u>	<u>South</u>	<u>West</u>
	<u>Percent</u>			
Makes a good Sunday meal	57	71	71	75
It's very tasty	60	67	62	72
Good for serving to guests	49	64	60	71
Smells good while cooking	46	55	50	61
Good for festive occasions	31	37	35	44
Good to order when eating out	24	38	37	35
Good for sandwiches	41	34	23	33

Homemakers in the lowest income category tended to be a little less aware of the nutritional value of broiler-fryers than were those in the middle and upper income groups. Also, they were less inclined to select items relating to convenience, taste, or availability when describing their impressions of broiler-fryers.

	<u>Family income group</u>		
	<u>Lower</u>	<u>Middle</u>	<u>Upper</u>
	<u>Percent</u>		
Easy to prepare	62	69	77
It's very tasty	58	66	69
Easy to buy just the amount you need	48	52	58
High in protein	19	26	29
Low in calories	15	19	25

As might be expected, homemakers serving broiler-fryers more often tended to choose positive image statements more frequently than those serving chicken less often.

	<u>Frequency of serving</u>			
	<u>More than once a week</u>	<u>Once a week</u>	<u>2 or 3 times a month</u>	<u>Less than once a month</u>
	<u>Percent</u>			
Makes a good weekday meal	69	66	56	44
Makes a good Sunday meal	75	71	64	58
It's very tasty	74	69	59	48
Can be served many ways	70	63	53	44

However, impressions such as the nutritional value of broiler-fryers, the negative aspects of chicken, and advisability of purchasing at speciality stores did not appear to be related to serving frequency.

	<u>Frequency of serving</u>			
	<u>More than once a week</u>	<u>Once a week</u>	<u>2 or 3 times a month</u>	<u>Less than once a month</u>
	<u>Percent</u>			
High in protein	27	27	21	21
Low in calories	21	21	17	18
Freezing takes away from flavor	14	14	15	14
Takes a long time to prepare	2	2	4	6
It's not a meat	4	4	4	3
It's meat	39	38	34	33
Best to buy at poultry stores	16	16	16	13

Image profiles: turkey versus chicken

Homemakers had fewer well defined impressions about turkey than they did about broiler-fryers. In terms of image item scores, turkey ranked well below chicken on the important factors relating to convenience, economy, taste, and versatility (questions 7 and 8). Homemakers' selections of statements to describe their impressions were as follows:

	<u>Broiler- fryers</u>	<u>Turkey</u>
	<u>Percent</u>	<u>Percent</u>
Convenience:		
Easy to prepare	69	22
Easy to buy the amount you need	53	10
Takes a long time to prepare	3	46
Less expensive per serving than other meats	65	24
It's very tasty	64	49
Versatile, can be served many ways	59	41

The strongest aspects of the image homemakers had of turkey were its appropriateness for festive occasions, and its use for guest meals and for sandwiches. Chicken also scored high as being suitable for guest meals, but scored well below turkey on the other two uses.

	Broiler- fryers ---- Percent ----	Turkey ----
Good for festive occasions	36	76
Good for serving to guests	60	66
Good for sandwiches	33	62

About half of the women said that they enjoyed the aroma of turkey (51 percent) and chicken (52 percent) while it was cooking.

Unlike chicken, turkey was not considered appropriate for weekday meals as well as for Sunday meals.

	Broiler- fryers ---- Percent ----	Turkey ----
Makes a good Sunday meal	68	47
Makes a good weekday meal	60	17

Turkey was chosen even less frequently than chicken as a good item to order in dining out--33 percent chose broiler-fryers; 26 percent chose turkey.

Only a minority of homemakers expressed impressions regarding the nutritional value of chicken and turkey or the effect freezing had on them. On these points turkey scored somewhat lower than chicken.

	Broiler- fryers ---- Percent ----	Turkey ----
Low in calories	20	12
High in protein	25	20
Quick freezing preserves the quality	19	14
Freezing takes away from flavor	14	8

Both turkey and chicken were more often characterized as meat than not, but the large majority of homemakers had no opinion on this point.

	Broiler- fryers ---- Percent ----	Turkey ----
It's meat	37	30
It's not a meat	4	3

Fewer than one homemaker in five believed that it was best to buy either turkey or chicken at a store specializing in poultry (16 percent for broiler-fryers, 18 percent for turkey).

USE OF AND PREFERENCES FOR TURKEY

Major inquiries concerning purchase and use of turkey included frequency of use, seasonal use, availability, frozen versus fresh, hens versus toms, and use for regular meals.

Extent and frequency of use

Turkey was served in about three-fourths (76 percent) of U.S. households in the 12 months preceding the survey--an increase of 11 percentage points since 1956. As was the case at the time of the earlier study, however, the large majority of homemakers reported that they had served turkey only one to three times during the year.

"About how many times have you served turkey during the past 12 months?" (Question 58)

	<u>1956</u>	<u>1964</u>
	----- <u>Percent</u> -----	-----
Have not served in past 12 months	35	24
Have served in past 12 months	65	76
Percentage of users serving--		
1 to 3 times a year	76	74
4 to 5 times a year	13	12
6 to 11 times a year	6	9
Once a month or oftener	1	3
Served in past 12 months but don't recall how often	4	2

While use of turkey had increased since 1956 in each of the four regions and among all subgroups of the population, the largest gains were evident among homemakers in the lower income group and those living in the South and in rural areas.

	<u>Have served turkey in the past 12 months</u>	
	<u>1956</u>	<u>1964</u>
	----- <u>Percent</u> -----	-----
United States total	65	76
<u>Region:</u>		
Northeast	75	80
West	73	82
North Central	64	76
South	51	68

Tabulation continued on next page

	<u>1956</u>	<u>1964</u>
	<u>----- Percent -----</u>	<u>-----</u>
<u>Area:</u>		
Urban over 1,000,000	75	80
Urban under 1,000,000	65	76
Rural and farm	57	73
<u>Age of homemaker:</u>		
Under 30 years	55	67
30 - 39	72	85
40 - 49	73	87
50 - 59	72	83
60 and over	49	60
<u>Family income:</u>		
Lower	43	60
Middle	65	78
Upper	80	87
<u>Education of homemaker:</u>		
Grammar school or less	54	62
High school	69	81
College	74	79

Reasons for serving turkey

The major reason for serving turkey was related to its use for special occasions such as Thanksgiving, Christmas, and other times when festive meals were desired. Another appeal was the large size of turkeys--birds that will serve many people and provide plenty of leftovers.

"What are the reasons you serve turkey?" (Question 59)

	<u>Percent</u>
Special occasions	79
Traditional for Christmas and Thanksgiving	44
Party or guest meals	23
Holiday meals (unspecified)	20
Makes a festive meal	14
Like trimmings	4
Size	29
Serves many people	19
Plenty of leftovers	12
General approval; just like it	21
For variety in meals	11
Inexpensive to buy	12

Reasons for not serving turkey

The principal reason reported for not serving turkey was also related to size. A general dislike of turkey, its restriction to holiday and special occasion use, dryness of the meat, and its not being easy to prepare were other factors

mentioned. With one exception, the pattern and frequency of reasons shown below are similar to the ones cited in the 1956 study. The principal difference is in the "too expensive" category. In 1956, 17 percent of the women who did not serve turkey during the year prior to interviewing gave cost as a reason. In the present study, only 9 percent gave this reason for not serving turkey. Principal reasons for not serving turkey are listed below.

"How does it happen that you haven't served turkey during the past 12 months?" (Question 60)

	<u>Percent</u>
Size:	38
Too large for our family	36
Get tired of leftovers	5
Too wasteful	2
General disapproval (don't like turkey, prefer chicken, and so forth)	29
Restricted to special occasions:	24
Go out for holiday meals	20
Do little entertaining	4
Criticism of meat:	14
Meat is too dry	13
Meat is tough	1
Inconvenience:	16
Too much trouble to prepare	7
Don't know how to cook it	6
Don't have time to prepare	2
Takes too long to cook	1
Too expensive	9

In response to a direct question, about one-fourth of the homemakers (23 percent) reported that they were serving turkey more often than they did 4 or 5 years ago.

"Are you serving turkey more often than you did four or five years ago, less often, or about the same?" (Question 65)

	<u>Percent</u>
More often	23
Less often	7
About same	69
Don't know	1

Use of turkey had increased more in the last 4 or 5 years among younger and middle-aged homemakers than among older ones, among families with higher incomes than among those with lower incomes, and among larger families than among smaller ones.

Price and availability factors ranked high among the reasons given by those who said they were serving turkey more often than they did 4 or 5 years earlier.

Changes in the composition of the family and home cooking habits were other factors which appeared to have stimulated the use of turkey (question 66).

The few homemakers who said they were serving turkey less often than they did 4 or 5 years ago gave as their principal reasons: "family smaller now," "family cares less for turkey," and "do less cooking." (Question 66)

Use of turkeys for other than special occasions

Use of turkey for regular meals and during the summer increased noticeably in the 8-year period between the two studies.

"Aside from holidays and special occasions, have you served turkey for any regular meals during the last 12 months?" (Question 61)

	<u>1956</u> -----	<u>1964</u> -----
	<u>Percent</u>	
Yes	25	36
No	72	63
Can't recall	3	1

A third of the homemakers who used turkey said that they sometimes served it during the summer. Among this group, most (81 percent) said they had served turkey during the summer of 1964. In 1956, only 21 percent said they had ever served turkey during the past summer (questions 62 and 63).

The principal reasons homemakers gave for not serving turkey in the summer were (question 64).

	<u>Percent</u>
Too big for my family	22
Too hot to have oven on	20
Too much work to prepare	19
Not a seasonal summer meal	16
Don't care for turkey	16
Takes too long to roast	14
Only serve on holidays	12

Use of turkey for regular meals and in the summer was most frequent among homemakers in the Northeast and West, homemakers between 30 and 59 years of age, and homemakers in the upper income and (especially) upper educational groups.

Use and availability of fresh and frozen turkey

Homemakers were fairly evenly divided between those who purchased turkey fresh and those who purchased it frozen, but the preference for fresh over frozen was considerable.

"Do you usually buy fresh turkey or frozen turkey?" (Question 67)

"Which do you prefer--fresh turkey or frozen turkey?" (Question 69)

	Usually buy -----	Prefer Percent -----
Frozen turkey	47	19
Fresh turkey	41	60
Both	9	--
Other answer	--	1
No preference	--	20
Don't buy turkey	3	--

According to many homemakers it was much easier to find a frozen turkey than a fresh one. As shown in the tables below, 87 percent of those who usually bought fresh said they could get frozen turkey if they wanted it. On the other hand, only 42 percent of those who bought frozen said that fresh turkeys were usually available.

Homemakers who usually bought fresh turkey were asked--

"Are frozen turkeys usually available or not?" (Question 68)

	<u>Percent</u>
Yes	87
No, not available	7
Don't know	6

Homemakers who usually bought frozen turkey were asked--

"Are fresh turkeys usually available or not?" (Question 68)

	<u>Percent</u>
Yes	42
No, not available	47
Don't know	11

The principal reasons given for preferring fresh turkey were these (question 70):

	<u>Percent</u>
Better taste and flavor	42
Can't always be sure how long one has been frozen	26
It takes too long to thaw a frozen turkey	20
Juicier, meat more moist	10
Easier to tell what you are getting	7

Homemakers who preferred frozen turkey gave as their major reasons (question 70):

	<u>Percent</u>
It's the only kind they sell where I shop	25
Can keep it until you want to serve it	23
It's all cleaned and ready for the oven	17
Just a habit, always buy frozen	12
It's easier to prepare and cook	9

Women having separate home freezers bought frozen turkey more often than fresh turkey. Purchases were evenly divided between fresh and frozen turkey for those who did not have separate home freezers.

"Do you usually buy fresh turkey or frozen turkey?" (Question 67)

	<u>Have separate freezer unit</u> -----	<u>Do not have separate freezer unit</u> -----
	<u>Percent</u>	
Frozen turkey	51	44
Fresh turkey	36	44
Both	9	9
Don't buy turkey	4	3

Most homemakers said that they usually bought and preferred to buy hen turkeys. However, a substantial minority reported use of and preference for tom turkeys. About one woman in seven indicated she did not know the difference between the two types.

"Do you usually buy (use) hen turkeys or tom turkeys?" (Question 71)

"Which do you prefer--hen turkeys or tom turkeys?" (Question 73)

	<u>Usually buy</u> -----	<u>Prefer</u> -----
	<u>Percent</u>	
Hen turkeys	51	55
Tom turkeys	22	18
Both	11	--
Don't know difference	15	11
No preference	--	15
Other and don't know	1	1

Relatively few homemakers indicated that they experienced any difficulty in getting either a hen or a tom bird. Among those who used hen turkeys, 93 percent said that tom turkeys were available to them. Among those who used tom turkeys, 86 percent said hen turkeys were available to them (question 72).

Hen turkeys were preferred mainly because they were believed to be more tender and smaller than tom turkeys. On the other hand, the principal virtue cited by those who preferred tom turkeys was their large size.

"Why do you prefer hen turkeys?" (Question 74)

	<u>Percent</u>
More tender, not tough or stringy	52
Smaller in size	31
Tastier, sweeter flavor	20
Meatier	18
More white meat	17
More moist, not dry	14

"Why do you prefer tom turkeys?" (Question 74)

	<u>Percent</u>
Large in size	40
More economical	18
Habit, usually buy them	17
Meatier	13
More tender	13
Tastier	11

Availability of preferred sizes of turkey

Most homemakers (87 percent) said they could usually find a turkey that was the right weight for them. The few who reported difficulty in finding the right size were usually looking for a bird that was smaller than the ones available.

"When you buy turkey, can you usually get one that is about the right weight for you, or would you rather have a larger or smaller bird?"
(Question 75)

	<u>Percent</u>
Usually find right weight	87
Prefer smaller bird	9
Prefer larger bird	2
Don't know	2

Preferred sizes of turkey

Most homemakers usually bought turkeys weighing 8 pounds or more. The 8 to 13-pound range was most popular, followed closely by turkeys over 13 pounds. Only 9 percent of the homemakers said they usually bought turkeys weighing under 8 pounds. Homemakers in the Western and North Central regions tended to buy heavier birds than those in other regions, while light turkeys were most popular in the South.

"What weight turkey do you usually buy?" (Question 76)

	<u>U.S. total</u>	<u>South</u>	<u>North- east</u>	<u>North Central</u>	<u>West</u>
	-----	-----	<u>Percent</u>	-----	-----
8 to 13 pounds	49	56	50	44	44
Over 13 pounds	39	26	39	44	48
Less than 8 pounds	9	14	9	9	4
Other or don't know	3	4	2	3	4

Data reported above on turkey sizes usually bought closely parallel data on turkey sizes preferred in the 1956 study. Although the results are not strictly comparable because of a change in question wording, it is logical to conclude that there had been little change since 1956 in the popularity of the above weight classifications.

USE OF "CONVENIENCE" POULTRY PRODUCTS

The study inquired about homemakers' use of various "convenience" products such as frozen chicken and turkey dinners, frozen chicken and turkey pies, barbecued chicken, canned boneless chicken, boneless turkey rolls, and so forth. Respondents were also questioned regarding the availability of these items.

Frozen chicken pot pies led a long list of convenience items which women said they had purchased in the 12 months preceding the interview. Other items reported with some frequency were frozen turkey pot pies, frozen chicken dinners, frozen turkey dinners, and barbecued chicken. None of the other items included in the list was mentioned by more than 12 percent of the women.

The second column in the following tabulation indicates the percentage of homemakers who reported that they had seen the item in the store where they usually shopped (questions 55 and 56).

	<u>Bought</u>	<u>Seen in store</u>
	-----	<u>Percent</u> -----
Frozen chicken pot pies	44	89
Frozen turkey pot pies	31	81
Frozen chicken dinners	28	87
Frozen turkey dinners	22	81
Barbecued chicken	18	63
Canned boneless chicken	12	64
Boneless turkey--roll or formed	8	42
Canned whole chicken	7	62
Turkey parts	6	42
Vacuum packed sliced chicken	4	37
Vacuum packed sliced turkey	3	32
None	34	5

In general, convenience poultry products were purchased most frequently by homemakers in the upper income and educational levels, by those with three or more family members; and by those under 50. Also, convenience items were more likely to have been bought by those in the West than by those in other

regions. The percentage of homemakers who reported the purchase of one or more convenience poultry products in the past 12 months is given below (question 55).

	<u>Percent</u>
United States total	66
<u>Region:</u>	
Northeast	63
North Central	66
South	63
West	75
<u>Age of homemaker:</u>	
Under 30 years	76
30 - 39	73
40 - 49	74
50 - 59	61
60 and over	46
<u>Family income:</u>	
Lower	50
Middle	69
Upper	76
<u>Education of homemaker:</u>	
Grammar school or less	42
High school	71
College	79
<u>Number in family:</u>	
1 or 2	58
3 or 4	72
5 or more	73

Comparison with 1956 data

The percentage of homemakers reporting the use of frozen chicken and turkey dinners in the preceding year increased markedly between 1956 and 1964. The percentage reporting the use of frozen chicken and turkey pies was about the same in 1964 as in 1956 (question 55).

	<u>1956</u>	<u>1964</u>
	<u>--- Percent ---</u>	
Frozen chicken pies	43	44
Frozen turkey pies	27	31
Frozen chicken dinners	10	28
Frozen turkey dinners	12	22

In the 1956 study, respondents were asked only about the four products mentioned above and the question was phrased "Which have you served?" In 1964, respondents were asked about 11 convenience items and the question was phrased "Which have you bought?"

APPENDIX

A copy of the questionnaire used in this study appears at the end of this appendix. Eight visual cards (Cards A-H) were used during the course of the interview. Since the content of all these is given in the questionnaire itself, copies have not been included here.

It should be pointed out, however, that three versions of Card B (see questions 7 and 8) and three versions of Card D (see question 29) were used, each in approximately one-third of the interviews. In both Cards the three versions were identical except for differences in the order in which the items appeared. The purpose of these rotations was to cancel out possible effects of position bias.

Certain other precautions were taken in order not to bias the survey findings. A good example is found at the beginning of the questionnaire. Questions dealing with poultry and meat items bought on the respondent's last main shopping trip, the extent of planned versus impulse purchases, and estimates of family serving limits were positioned early in the interview before it became evident to respondents that the main focus of the study was on broiler-fryers and turkey. Also, interviewers were instructed not to mention the words "poultry," "broiler-fryers," or other poultry products in the survey introduction.

It should be reemphasized that since the field interviewing was conducted during the months of July, August, and September, data on the incidence of purchases for chicken and other meats on the last shopping trip and impulse purchases reflect summertime buying habits. Had the field interviewing been conducted during the winter months it is possible that a different pattern of responses for these questions would have been obtained.

Preferences of individual family members for broiler-fryers (question 15)

On one question--preferences for frequency of serving broilers and fryers--the homemaker responded for each individual age 3 or over in the family.

In order to reduce the burden of asking this question repeatedly in very large families, the question was asked about a maximum of five family members. The following procedure was used:

Family members were listed, from oldest to youngest, on numbered lines in the questionnaire.

Two forms of page 3 of the questionnaire were used, in approximately equal numbers. In Form A, the odd numbers were circled. In Form B the even numbers were circled.

When the family included five or fewer persons age 3 or over, the question on preferred frequency of serving was asked about all family members.

When the family included more than five persons age 3 or over, the question was asked only about those persons who were listed opposite a circled number.

Thus information was available for all members in most families, but only for half the individual members in families with more than five persons age 3 or over. In tabulating results, weights were used to compensate for this difference in treatment of individuals in larger families.

For the question about which of three poultry grading methods would be most informative for consumers, each respondent was handed a card which read as follows:

LETTERS	WORDS	NUMBERS
A	Choice	1
B	Good	2
C	Commercial	3

The interviewer then asked respondents which of the three ways of showing grades would be the easiest to understand. (See question 30 of questionnaire.) Interviewers were instructed not to explain to respondents what the letters or numbers might stand for.

In the appendix tabulations, all percentage totals are shown. This was done to show the differences among the sample subgroups regarding a tendency to give multiple answers where relevant. For instance, in question 7 homemakers in the Northeast gave an average of 7.42 answers (742 percent) concerning their impressions of broiler-fryers; homemakers in the West gave an average of 8.32 (832 percent) answers.

Sample Design

The 2,663 persons interviewed in this survey are a representative sample of homemakers living in private households in the conterminous United States. For purposes of this study a homemaker is defined as the person chiefly responsible for buying, preparing, and serving food for the household. Households in which no meals were prepared were excluded from the survey population.

Interviews were conducted during the period July 8 to September 29, 1964.

Sampling method

1. The entire area of the United States was divided into about 1700 primary sampling units. In general, a primary sampling unit consisted of a county or a group of contiguous counties.
2. All primary sampling units were allocated to 86 strata. Each stratum consisted of a set of primary sampling units as much alike as possible with respect to such criteria as geographic region, size of central city, rate of population growth, and economic characteristics.
3. Because of their size, 22 large metropolitan areas were in strata by themselves and were automatically included in the sample as "self-representing" areas.

4. From each of the remaining 64 strata, one primary sampling unit was selected with a probability proportional to its population.

5. A total of approximately 500 sample segments, or interviewing locations, were allocated to the 86 sample areas. Sample segments are small land areas that include an estimated minimum of 15 dwelling units. In urban areas, sample segments are defined as blocks or groups of blocks; in rural areas, sample segments are defined by recognizable boundaries such as roads, streams, and other distinct landmarks.

6. Within a primary sampling unit, the probability of selection of a sample segment was proportionate to its estimated population. Several sources are used in estimating the size of each segment. These include Bureau of the Census block statistics and mapping materials as well as special field visits to subdivide Census enumeration districts into segments.

7. For each sample segment, the interviewer was provided with a detailed map and instructions for listing the households included. Systematic random procedures were used to designate every "nth" household as those in which an interview was to be taken. No deviation from the specified procedures was permitted.

Altogether, 3,344 occupied housing units were designated as part of the survey sample. Of this number, 74 households were found to have no cooking facilities or were households in which no meals were prepared. The remaining 3,270 comprised the eligible group of sample households.

At least four attempts were made to complete interviews with homemakers who were not at home or were otherwise unavailable on the first visit to a household. Call-backs were continued until interviews were completed with at least 80 percent of respondents in each of four geographic regions and in each of three major city-size subgroups.

Interview completion rates among eligible respondents are summarized below:

	<u>Number of eligible households in survey sample</u>	<u>Completed interviews</u>	
		<u>Number</u>	<u>Percent of eligible</u>
<u>Total</u>	<u>3,270</u>	<u>2,663</u>	<u>81.4</u>
<u>Region:</u>			
Northeast	926	746	80.6
North Central	931	770	82.7
South	900	731	81.2
West	513	416	81.1
<u>Area:</u>			
Urbanized areas, over 1,000,000 population	919	744	81.0
All other urban households	1,378	1,109	80.5
Rural households	973	810	83.2

Sampling tolerances

The methods employed for this survey assure close control over each stage of sample selection. Even with a refined sampling method, however, the survey results are subject to error arising from the fact that the findings are based on a sample rather than upon interviews with all homemakers in the population.

The extent to which sample results may differ from true figures for the population is dependent upon a number of factors. Chief among these are the size of the sample and the size of the reported survey percentages. The size of sampling fluctuations is also affected by the way in which primary sampling units are defined and selected, the number of sample areas and sample segments, and other factors.

The possible magnitudes of these chance sampling fluctuations are estimated on an approximate basis in the table below:

Approximate sampling tolerances in percentage points, 1964 survey (95 in 100 confidence level)

For percentages around--	Total sample	Size of subgroup sample			
	<u>2,663</u>	<u>1,500</u>	<u>1,000</u>	<u>750</u>	<u>500</u>
	<u>Percent</u>				
50	3	3	4	4	5
40 or 60	3	3	4	4	5
30 or 70	3	3	4	4	5
20 or 80	2	3	3	3	4
10 or 90	2	2	2	3	3

The chances are approximately 95 in 100 that the survey result does not vary, plus or minus, by more than the indicated number of percentage points from the result that would have been obtained had the same procedures been used to interview all homemakers in the population.

For example, 62 percent of all homemakers said that they bought chicken on their last main shopping trip. The chances are 95 in 100 that the error due to chance sampling fluctuations is not more than 3 percentage points.

For subgroups of the population, the possible variation is larger than for the total sample because the number of interviews was smaller. For instance, 37 percent of the 543 women who bought cut-up broiler-fryers most often said that this form saves time. The chances are 95 in 100 that any error caused by chance sampling is not more than 5 percentage points.

For comparison of the 1956 and 1964 surveys, sampling tolerances are estimated as follows:

<u>For percentages around--</u>	<u>Percent</u>
50	4
40 or 60	4
30 or 70	3
20 or 80	3
10 or 90	2

The chances are approximately 95 in 100 that differences in survey results based on the total sample for 1956 and 1964, due to sampling fluctuations alone, would be no greater than the number of percentage points indicated above.

Question 1: "Here is a list of various food items. On your last main shopping trip when you bought meat or poultry which of these did you buy?"

	Cases	Beef	Chicken	Pork (not bacon)	Lamb or mutton	Turkey	Frank- furters	None	Total
	<u>Number</u>	<u>Percent</u>							
UNITED STATES TOTAL	2,663	75	62	34	7	3	36	4	221
<u>Region:</u>									
Northeast	746	79	66	31	13	5	38	3	235
North Central	770	75	56	36	5	2	39	4	217
South	731	67	68	36	2	3	31	6	213
West	416	78	53	30	6	3	33	4	207
<u>Size of place:</u>									
Metropolitan	744	83	65	34	14	5	35	1	237
Urban	1,109	79	63	34	5	3	35	3	222
Rural	810	62	58	33	2	2	37	9	203
<u>Age of homemaker:</u>									
Under 30 years	502	79	67	45	5	2	46	2	246
30 - 39	614	78	69	36	7	5	47	3	245
40 - 49	551	77	64	34	8	5	38	3	229
50 - 59	418	76	57	28	7	3	26	4	201
60 and over	476	64	57	25	8	2	16	6	178
<u>Family income:</u>									
Lower	743	63	59	31	3	3	27	8	194
Middle	950	78	63	36	6	3	39	3	228
Upper	907	80	63	34	10	4	40	3	234
<u>Education of homemaker:</u>									
None or grammar school	601	63	61	34	5	4	23	7	197
High school	1,571	78	63	35	6	3	41	3	229
College	475	79	60	29	10	4	34	3	219
<u>Number in family:</u>									
1 or 2	945	70	56	27	8	3	20	5	189
3 or 4	938	79	67	36	7	3	39	3	234
5 or more	703	77	69	41	5	5	54	3	254
<u>Status of homemaker:</u>									
Employed	876	77	63	32	7	4	33	3	219
Not employed	1,782	73	62	34	7	3	37	4	220
<u>Frequency of serving broilers or fryers:</u>									
More than once a week	625	75	83	36	6	5	36	2	243
Once a week	1,022	77	67	34	7	3	36	3	227
2 or 3 times a month	609	74	55	34	7	2	39	4	215
Once a month or less	278	74	31	27	6	3	29	8	178

Question 2: "Had you decided to buy _____ at home, or did you decide to buy it at the store?" Asked only of the homemakers who said they had bought one or more of the items listed below on their last main shopping trip (United States).

	Cases	Decision to buy made--			Total
		At home	At store	No answer	
	Number	Percent	Percent	Percent	
Beef	1,986	73	26	1	100
Chicken	1,652	72	26	2	100
Frankfurters	950	68	30	2	100
Pork (not bacon)	895	62	36	2	100
Turkey	86	59	41	--	100
Lamb or mutton	180	57	42	1	100

Question 3a: "What made you decide to buy beef that time?" Asked only of homemakers who said they bought beef on their last main shopping trip (United States).

	Decision to buy made--	
	At home	At store
	Percent	Percent
General approval	40	28
We like it	37	24
Just wanted it	3	5
Wanted a specific part or cut	27	28
Habit--use it all the time	27	11
Certain occasion	16	14
To prepare a specific dish	13	11
It was a special occasion	5	4
Nourishing, healthful	16	6
Price and economy	15	29
On sale	7	16
Less expensive than other meats	5	11
Goes long way	3	2
Convenience	15	10
Can use in variety of ways	9	4
Easy to prepare	7	6
Storage	9	5
Wanted a supply on hand	5	2
To stock freezer	4	3
Meals are planned ahead	9	1
Like to change, variety	7	8
Quality characteristics	7	6
Flavorful	5	3
Tender	1	2
Good quality	1	2
Prefer beef over pork for health reasons	6	3
Dislike other meats	4	2
Advertising and promotion	4	1
Featured in promotion	4	--
Attractive package	--	1
Appearance	2	31
Looked nice	1	21
Looked lean	1	7
Looked fresh	*	6
Satisfying, filling, a good meal	1	1
Miscellaneous	1	3
Don't know; no answer	2	2
Total	208	189

Number of cases

1,452

515

* Less than 1 percent.

Question 3b: "What made you decide to buy chicken that time?" Asked only of homemakers who said they bought chicken on their last main shopping trip (United States).

	Decision to buy made--	
	At home	At store
	<u>Percent</u>	
General approval	38	32
We like it	35	28
Just wanted it	3	4
Price and economy	30	43
Less expensive than other meats	20	19
On sale	9	24
Goes long way	2	1
Certain occasion	21	13
To prepare a specific dish	12	9
It was a special occasion	11	6
Habit--use it all the time	21	12
Like to change, variety	13	11
Convenience	12	11
Easy to prepare	8	8
Can use in variety of ways	6	4
Storage	10	8
Wanted a supply on hand	6	4
To stock freezer	4	4
Nourishing, healthful	8	6
Meals are planned ahead	7	1
Quality characteristics	6	6
Flavorful	5	3
Tender	1	1
Good quality	1	1
Little or no waste	*	1
Wanted certain parts	3	4
Advertising and promotion	3	*
Appearance	1	18
Looked fresh	1	7
Looked nice	*	12
Dislike other meats	1	1
Miscellaneous	1	2
Don't know; no answer	2	3
Total	177	171
Number of cases	1,197	430

* Less than 1 percent.

Question 3c: "What made you decide to buy pork that time?" Asked only of homemakers who said they bought pork on their last main shopping trip (United States).

	Decision to buy made--	
	At home	At store
	----- Percent -----	
Bought specific part or cut	37	38
General approval	32	26
We like it	29	21
Just wanted it	3	5
Like to change, variety	26	24
Certain occasion	21	13
To prepare a specific dish	17	10
It was a special occasion	7	4
Habit--use it all the time	18	8
Price and economy	14	22
On sale	8	13
Less expensive than other meats	3	7
Goes long way	3	2
Convenience	8	6
Easy to prepare	5	5
Can use in variety of ways	3	1
Quality characteristics	7	8
Flavorful	6	6
Tender	1	1
Good quality	*	1
Little or no waste	--	1
Meals are planned ahead	7	4
Storage	6	4
Wanted a supply on hand	4	3
To stock freezer	2	1
Advertising and promotion	4	--
Appearance	3	32
Looked nice	1	19
Looked lean	1	9
Looked fresh	1	6
Nourishing, healthful	3	1
Satisfying, filling, a good meal	1	2
Dislike other meats	1	2
Miscellaneous	1	2
Don't know; no answer	2	4
Total	191	196
Number of cases	553	324

* Less than 1 percent.

Question 3d: "What made you decide to buy frankfurters that time?" Asked only of homemakers who said they bought frankfurters on their last main shopping trip (United States).

	Decision to buy made--	
	At home	At store
	<u>Percent</u>	
General approval	34	34
We like them	32	28
Just wanted them	2	6
Certain occasion	33	24
It was a special occasion	17	9
To prepare a specific dish	14	11
For snacks	5	6
Convenience	27	34
Easy to prepare	26	34
Can use in variety of ways	2	*
Habit--use them all the time	22	11
Storage	19	19
Wanted a supply on hand	17	17
To stock freezer	2	2
Meals are planned ahead	8	7
Like to change, variety	6	9
Price and economy	5	12
Less expensive than other meats	3	4
On sale	2	8
Goes long way	1	--
Quality characteristics	4	5
Flavorful	2	3
Good quality	1	2
Little or no waste	1	1
Advertising and promotion	2	2
Featured in promotion	2	--
Offered stamps, coupons	--	1
Attractive package	--	1
Nourishing, healthful	2	1
Satisfying, filling, a good meal	2	*
Appearance	*	2
Miscellaneous	1	1
Don't know; no answer	3	1
Total	168	162
Number of cases	642	286

* Less than 1 percent.

Question 4: "Now, considering all the items on the list, which do you think you could serve three times a week without most of your family's getting tired of it? Any others?"

	Cases	Beef	Chicken	Pork (not bacon)	Lamb or mutton	Turkey	Frank- furters	None, no answer	Total
	<u>Number</u>	<u>Percent</u>							
UNITED STATES TOTAL	2,663	76	30	12	4	4	9	6	136
<u>Region:</u>									
Northeast	746	74	28	10	5	6	8	10	136
North Central	770	79	28	14	2	3	10	5	141
South	731	66	38	15	2	4	12	7	139
West	416	87	18	8	5	3	4	4	129
<u>Size of place:</u>									
Metropolitan	744	78	29	11	6	5	8	5	137
Urban	1,109	76	30	10	3	4	8	7	133
Rural	810	73	30	16	2	5	11	6	138
<u>Age of homemaker:</u>									
Under 30 years	502	76	28	15	2	5	13	3	137
30 - 39	614	79	31	13	3	4	11	3	144
40 - 49	551	79	27	11	4	5	9	5	135
50 - 59	418	76	29	11	4	3	6	7	136
60 and over	476	67	34	10	6	3	5	12	132
<u>Family income:</u>									
Lower	743	62	38	17	4	6	13	9	144
Middle	950	79	29	12	4	4	9	5	137
Upper	907	83	22	9	2	3	5	5	129
<u>Education of homemaker:</u>									
None or grammar school	601	60	37	18	4	6	12	13	140
High school	1,571	78	28	11	3	3	9	5	137
College	475	88	23	6	4	4	4	3	132
<u>Number in family:</u>									
1 or 2	945	73	29	12	5	4	5	9	132
3 or 4	938	79	27	12	4	5	10	4	136
5 or more	703	76	34	13	2	4	14	4	147
<u>Status of homemaker:</u>									
Employed	876	76	31	11	4	5	9	7	138
Not employed	1,782	76	29	13	4	4	9	6	136
<u>Frequency of serving broilers or fryers:</u>									
More than once a week	625	64	53	13	2	4	14	4	154
Once a week	1,022	78	27	11	4	5	7	7	134
2 or 3 times a month	609	81	20	12	4	4	8	6	130
Once a month or less	278	83	11	12	4	4	8	6	128

Question 5: "Which ones on the list could you serve twice a week without most of your family's getting tired of it?"

	Cases	Beef	Chicken	Pork (not bacon)	Lamb or mutton	Turkey	Frank- furters	None, no answer	Total
	Number	Percent							
UNITED STATES TOTAL	2,663	15	36	22	6	8	12	21	120
<u>Region:</u>									
Northeast	746	16	35	18	9	9	12	21	120
North Central	770	14	35	25	5	8	13	20	120
South	731	18	36	21	3	7	12	21	118
West	416	8	38	23	7	11	13	24	124
<u>Size of place:</u>									
Metropolitan	744	14	33	21	12	10	10	23	123
Urban	1,109	15	37	21	4	8	13	22	120
Rural	810	15	37	25	4	7	14	19	121
<u>Age of homemaker:</u>									
Under 30 years	502	16	35	28	4	7	14	15	119
30 - 39	614	12	36	24	5	12	16	16	121
40 - 49	551	14	40	23	5	8	12	18	120
50 - 59	418	16	34	16	7	10	11	28	122
60 and over	476	18	34	18	8	5	7	28	118
<u>Family income:</u>									
Lower	743	20	32	19	6	6	13	24	120
Middle	950	13	36	25	5	9	14	20	122
Upper	907	12	39	22	8	10	10	20	121
<u>Education of homemaker:</u>									
None or grammar school	601	21	30	19	6	6	11	26	119
High school	1,571	14	36	22	6	9	14	20	121
College	475	9	41	24	8	10	10	21	123
<u>Number in family:</u>									
1 or 2	945	16	36	18	8	7	8	28	121
3 or 4	938	15	36	23	5	10	12	19	120
5 or more	703	14	37	26	4	9	19	14	123
<u>Status of homemaker:</u>									
Employed	876	14	37	22	6	8	12	21	120
Not employed	1,782	15	35	22	6	8	12	21	119
<u>Frequency of serving broilers or fryers:</u>									
More than once a week	625	22	36	19	5	8	12	17	119
Once a week	1,022	14	43	22	6	9	12	18	124
2 or 3 times a month	609	11	32	24	6	9	14	23	119
Once a month or less	278	9	23	25	5	7	10	30	109

Question 6: "Which could you serve once a week?"

	Cases	Beef	Chicken	Pork (not bacon)	Lamb or mutton	Turkey	Frank- furters	No answer	Total
	Number	Percent							
UNITED STATES TOTAL	2,663	6	24	29	17	15	31	14	136
<u>Region:</u>									
Northeast	746	6	25	28	22	16	33	13	143
North Central	770	4	25	28	16	15	33	15	136
South	731	9	19	31	12	17	27	16	131
West	416	3	30	27	18	11	30	13	132
<u>Size of place:</u>									
Metropolitan	744	5	24	25	23	13	30	15	135
Urban	1,109	5	23	33	16	16	33	15	141
Rural	810	8	25	27	13	15	29	13	130
<u>Age of homemaker:</u>									
Under 30 years	502	5	26	29	13	14	33	11	131
30 - 39	614	6	22	31	16	15	36	11	137
40 - 49	551	5	25	30	19	19	34	11	143
50 - 59	418	6	24	31	17	11	28	17	134
60 and over	476	8	23	26	19	16	23	20	135
<u>Family income:</u>									
Lower	743	11	20	25	16	16	26	18	132
Middle	950	5	26	29	15	15	32	14	136
Upper	907	3	25	32	20	14	35	12	141
<u>Education of homemaker:</u>									
None or grammar school	601	12	22	27	16	14	26	18	135
High school	1,571	5	25	29	16	15	32	13	135
College	475	2	24	32	21	16	33	13	141
<u>Number in family:</u>									
1 or 2	945	7	25	27	18	15	26	18	136
3 or 4	938	5	26	31	16	14	36	11	139
5 or more	703	7	20	30	16	17	32	12	134
<u>Status of homemaker:</u>									
Employed	876	6	22	31	16	17	31	15	138
Not employed	1,782	6	25	28	17	14	31	14	135
<u>Frequency of serving broilers or fryers:</u>									
More than once a week	625	9	8	30	19	18	32	15	131
Once a week	1,022	5	25	31	17	14	33	13	138
2 or 3 times a month	609	5	36	29	16	16	30	12	144
Once a month or less	278	4	31	20	13	11	27	19	125

Question 7: "Here is a list of some things that have been said about various foods. Please read through the list keeping broiler-fryer chicken in mind. As you know they are small young chickens weighing up to about three pounds. Every time you come to a statement that fits your ideas or impressions of a broiler or fryer, just tell me the number of it. Pick as many statements as you wish."

Cases	Freezing takes away from flavor		Makes a good weekday meal		Makes a good Sunday meal		It's not a meat store		Best to buy it at special poultry occasions		Good for festive occasions		Good to order when eating out		Easy to buy just the amount you need		It's very tasty to guests		Good for serving while it is cooking		Smells good		Less expensive per serving than other meats	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
UNITED STATES TOTAL																								
Region:																								
Northeast	746	12	59	57	5	18	31	24	55	60	49	46	62											
North Central	770	17	61	71	5	17	37	38	49	67	64	55	67											
South	731	14	64	71	2	13	35	37	54	62	60	50	68											
West	416	13	57	75	4	14	44	35	56	72	71	61	61											
Size of place:																								
Metropolitan	744	14	58	58	6	19	32	25	57	64	54	52	63											
Urban	1,109	15	62	71	4	14	38	37	54	66	61	50	67											
Rural	810	13	61	72	2	15	37	36	48	63	65	54	63											
Age of homemaker:																								
Under 30 years	502	8	61	64	3	14	31	33	52	64	57	49	61											
30 - 39	614	11	66	67	4	15	37	33	54	68	59	52	71											
40 - 49	551	15	61	71	3	18	41	38	58	70	66	56	71											
50 - 59	418	19	58	71	6	18	37	31	53	65	63	50	66											
60 and over	476	22	58	71	4	14	36	31	51	57	59	56	59											
Family income:																								
Lower	743	18	56	72	3	16	34	34	48	58	60	52	60											
Middle	950	13	62	68	5	16	37	35	52	66	60	52	65											
Upper	907	12	63	64	4	15	36	31	58	69	61	52	69											
Education of homemaker:																								
None or grammar school	601	19	54	68	3	18	31	33	46	55	57	53	61											
High school	1,571	13	61	67	4	16	36	34	53	66	59	52	66											
College	475	12	66	68	5	13	44	30	61	71	65	50	64											
Number in family:																								
1 or 2	945	18	58	69	4	16	37	30	54	61	61	51	61											
3 or 4	938	12	61	65	4	15	33	35	55	65	59	51	66											
5 or more	703	13	67	72	3	16	41	36	53	71	64	57	72											
Status of homemaker:																								
Employed	876	15	61	69	5	17	37	34	54	64	62	51	64											
Not employed	1,782	14	60	67	3	15	35	33	53	64	59	53	65											
Frequency of serving broilers or fryers:																								
More than once a week	625	14	69	75	4	16	42	41	57	74	66	58	71											
Once a week	1,022	14	66	71	4	16	39	35	55	69	64	54	69											
2 or 3 times a month	609	15	56	64	4	16	31	28	52	59	55	48	61											
Once a month or less	278	14	44	58	3	13	28	23	44	48	52	46	51											

--Continued

Question 7: "Here is a list of some things that have been said about various foods. Please read through the list keeping broiler-fryer chicken in mind. As you know they are small young chickens weighing up to about three pounds. Every time you come to a statement that fits your ideas or impressions of a broiler or fryer, just tell me the number of it. Pick as many statements as you wish."--Continued

	Quick freezing preserves the quality	Can be served many ways	Good for sandwiches	Easy to prepare	Low in calories	Takes a long time to prepare	High in protein	It's meat	None selected	Total
UNITED STATES TOTAL										
Region:	19	59	33	69	20	3	25	37	2	792
Northeast	16	58	41	70	22	2	23	31	1	742
North Central	20	57	34	70	21	4	26	39	2	821
South	21	65	23	67	17	3	22	39	4	791
West	21	56	33	70	17	2	32	37	1	832
Size of place:										
Metropolitan	17	60	38	73	24	3	28	34	1	780
Urban	18	60	33	69	18	3	22	34	2	798
Rural	23	57	28	66	18	4	26	42	3	796
Age of homemaker:										
Under 30 years	17	62	28	70	12	5	26	38	--	755
30 - 39	22	61	31	77	21	3	28	41	1	822
40 - 49	22	63	33	71	23	2	28	37	1	848
50 - 59	20	59	36	69	21	3	23	34	1	803
60 and over	14	55	38	61	21	3	21	34	3	768
Family income:										
Lower	16	59	35	62	15	2	19	34	4	757
Middle	18	59	30	69	19	3	26	37	1	793
Upper	23	61	35	77	25	4	29	39	--	825
Education of homemaker:										
None or grammar school	14	56	33	58	15	2	14	32	5	727
High school	20	59	33	71	19	3	25	37	1	795
College	23	63	32	76	26	4	38	42	1	854
Number in family:										
1 or 2	17	58	35	66	21	3	22	34	2	778
3 or 4	19	59	33	72	20	3	25	37	1	790
5 or more	24	64	32	72	18	3	29	42	1	850
Status of homemaker:										
Employed	20	60	33	70	20	3	25	37	2	803
Not employed	19	59	33	69	19	3	25	36	2	786
Frequency of serving broilers or fryers:										
More than once a week	23	70	36	74	21	2	27	39	2	881
Once a week	21	63	34	73	21	2	27	38	1	836
2 or 3 times a month	17	53	31	67	17	4	21	34	--	773
Once a month or less	12	44	24	58	18	6	21	33	3	643

Question 8: "Please go down the list again, this time thinking about turkey, and do the same thing. Give me the numbers of all statements that fit your impression of turkey. Pick as many as you wish."

Cases	Freezing takes away from flavor	Makes a good meal	Makes a good meal	It's not a meat	Best to buy it at a special poultry store	Good for festive occasions	Good to order when eating out	Easy to buy just the amount you need	It's very tasty to guests	Good for serving while it is cooking	Smells good	Less expensive per serving than other meats
UNITED STATES TOTAL												
Region:												
North	2,663	8	17	47	3	18	76	26	10	49	66	24
Central	746	7	18	51	4	17	74	28	12	46	65	23
South	770	9	17	47	4	21	80	25	10	52	70	25
West	731	6	16	42	1	13	69	22	6	42	57	15
	416	12	20	51	3	20	84	33	12	64	79	37
Size of place:												
Metropolitan	744	8	15	49	5	22	78	25	11	50	69	27
Urban	1,109	9	17	46	3	17	76	26	9	48	66	24
Rural	810	8	20	48	1	15	74	28	10	50	64	20
Age of homemaker:												
Under 30 years	502	4	11	50	3	24	79	26	7	52	72	18
30 - 39	614	6	19	54	3	18	83	27	9	54	69	25
40 - 49	551	11	21	52	3	17	76	28	11	58	75	29
50 - 59	418	11	20	46	4	18	77	28	11	43	61	28
60 and over	476	11	15	34	2	12	65	24	10	39	54	19
Family income:												
Lower	743	8	15	39	2	14	67	20	9	39	55	15
Middle	950	9	16	49	3	19	78	27	9	51	69	24
Upper	907	8	20	54	3	19	82	31	11	56	74	31
Education of homemaker:												
None or grammar school	601	9	15	35	2	13	61	22	8	37	53	18
High school	1,571	8	16	50	3	19	79	27	10	51	70	24
College	475	8	24	55	4	17	85	31	10	57	72	30
Number in family:												
1 or 2	945	10	16	41	2	15	71	26	9	43	61	22
3 or 4	938	7	17	49	3	17	77	26	10	51	68	24
5 or more	703	8	20	56	3	22	82	28	10	58	73	26
Status of homemaker:												
Employed	876	9	19	50	4	18	77	28	9	49	68	25
Not employed	1,782	8	16	46	3	17	75	25	10	49	66	23

--Continued

Question 8: "Please go down the list again, this time thinking about turkey, and do the same thing. Give me the numbers of all statements that fit your impression of turkey. Pick as many as you wish."--Continued

	Quick freezing preserves the quality	Can be served many ways	Good for sandwiches	Easy to prepare	Low in calories	Takes a long time to prepare	High in protein	It's meat	None selected	Total
	----- Percent -----									
UNITED STATES TOTAL	14	41	62	22	12	46	20	30	9	651
Region:										
Northeast	11	41	63	25	12	41	17	27	8	640
North Central	14	42	64	23	13	49	22	32	6	679
South	13	36	53	14	10	44	17	29	15	559
West	19	49	76	29	12	51	28	34	3	785
Size of place:										
Metropolitan	13	42	68	24	13	44	22	31	6	677
Urban	14	41	61	22	10	47	18	26	9	639
Rural	15	41	59	19	13	45	22	35	11	647
Age of homemaker:										
Under 30 years	13	35	69	15	7	58	20	33	5	654
30 - 39	15	43	67	23	13	51	21	33	6	694
40 - 49	15	46	66	28	15	46	24	33	5	717
50 - 59	16	47	63	24	14	39	18	26	8	649
60 and over	9	38	49	18	10	34	18	26	19	549
Family income:										
Lower	10	35	48	16	9	37	14	27	16	536
Middle	13	39	64	22	12	49	21	32	7	666
Upper	18	49	73	27	15	50	24	32	5	741
Education of homemaker:										
None or grammar school	7	36	46	17	9	32	13	25	19	519
High school	15	42	66	22	11	49	20	30	6	671
College	17	48	73	25	19	54	31	37	5	761
Number in family:										
1 or 2	11	41	57	20	12	41	19	28	12	603
3 or 4	13	42	64	22	12	49	20	30	7	661
5 or more	18	43	70	24	12	50	24	34	5	724
Status of homemaker:										
Employed	14	45	63	23	13	46	22	31	8	673
Not employed	13	40	62	22	11	46	19	29	9	640

Question 9: "How many times have you served broilers or fryers during the last seven days?" Asked only of homemakers who reported that they had served broilers or fryers during the past 12 months.

	Cases	None	Once	Twice	3 times or more	No answer	Total
	Number	Percent					
UNITED STATES TOTAL	2,586	31	39	21	9	--	100
<u>Region:</u>							
Northeast	708	32	41	20	7	--	100
North Central	755	31	41	20	8	--	100
South	718	24	35	27	14	--	100
West	405	40	42	14	3	1	100
<u>Size of place:</u>							
Metropolitan	720	30	41	21	8	--	100
Urban	1,079	30	41	21	8	--	100
Rural	787	31	37	21	11	--	100
<u>Age of homemaker:</u>							
Under 30 years	502	29	47	20	4	--	100
30 - 39	614	29	39	23	8	1	100
40 - 49	551	28	40	21	11	--	100
50 - 59	418	33	37	21	8	1	100
60 and over	476	36	34	20	10	--	100
<u>Family income:</u>							
Lower	703	28	35	24	13	--	100
Middle	930	32	38	21	9	--	100
Upper	890	31	45	18	6	--	100
<u>Education of homemaker:</u>							
None or grammar school	572	28	33	25	14	--	100
High school	1,536	31	41	21	7	--	100
College	463	33	42	17	8	--	100
<u>Number in family:</u>							
1 or 2	945	37	38	17	8	--	100
3 or 4	938	29	40	23	8	--	100
5 or more	703	23	41	24	12	--	100
<u>Status of homemaker:</u>							
Employed	851	31	40	21	8	--	100
Not employed	1,730	30	40	21	9	--	100
<u>Frequency of serving broilers or fryers:</u>							
More than once a week	625	9	20	44	27	--	100
Once a week	1,022	20	54	21	5	--	100
2 or 3 times a month	609	47	45	6	2	--	100
Once a month or less	278	72	24	3	1	--	100

Question 10: "In the past 12 months, how often have you served broilers or fryers on the average--about how many times a week or month?" Data reported only for homemakers who said they had served broilers or fryers during the past 12 months.

	Cases	More than once a week	Once a week	Less than once a week but more than once a month	Once a month	Less than once a month	Served in past 12 months but don't know how often	Total
	Number	Percent						
UNITED STATES TOTAL	2,586	24	40	23	7	4	2	100
<u>Region:</u>								
Northeast	708	23	43	23	5	4	2	100
North Central	755	21	37	29	6	5	2	100
South	718	35	39	16	5	3	2	100
West	405	13	40	27	14	4	2	100
<u>Size of place:</u>								
Metropolitan	720	24	41	23	6	4	2	100
Urban	1,079	23	40	25	6	4	2	100
Rural	787	26	37	23	8	3	3	100
<u>Age of homemaker:</u>								
Under 30 years	502	20	40	26	8	3	3	100
30 - 39	614	28	40	22	6	3	1	100
40 - 49	551	26	41	22	6	4	1	100
50 - 59	418	23	41	22	7	4	3	100
60 and over	476	22	35	25	10	6	2	100
<u>Family income:</u>								
Lower	703	32	34	19	8	4	3	100
Middle	930	25	38	26	5	4	2	100
Upper	890	18	45	25	7	3	2	100
<u>Education of homemaker:</u>								
None or grammar school	572	33	33	21	6	4	3	100
High school	1,536	22	41	24	7	4	2	100
College	463	21	42	24	7	4	2	100
<u>Number in family:</u>								
1 or 2	945	19	35	28	8	7	3	100
3 or 4	938	23	43	24	6	2	2	100
5 or more	703	33	40	18	6	2	1	100
<u>Status of homemaker:</u>								
Employed	851	27	37	24	6	5	1	100
Not employed	1,730	23	41	23	7	4	2	100

Summary of Question 10: Use of broilers or fryers during the year prior to interviewing

	Cases	Have served during past 12 months	Have not served during past 12 months	Total
	<u>Number</u>	-----	<u>Percent</u>	-----
UNITED STATES TOTAL	2,663	97	3	100
<u>Region:</u>				
Northeast	746	95	5	100
North Central	770	98	2	100
South	731	98	2	100
West	416	97	3	100
<u>Size of place:</u>				
Metropolitan	744	97	3	100
Urban	1,109	97	3	100
Rural	810	97	3	100
<u>Family income:</u>				
Lower	743	95	5	100
Middle	950	98	2	100
Upper	907	98	2	100
<u>Education of homemaker:</u>				
None or grammar school	601	95	5	100
High school	1,571	98	2	100
College	475	97	3	100
<u>Status of homemaker:</u>				
Employed	876	97	3	100
Not employed	1,782	97	3	100

Question 11: "How come you don't serve broilers or fryers more often?" Asked only of homemakers who said they had served broilers or fryers less than once a week during the past 12 months.

	United States total	North- east	North Central	South	West
	<u>Percent</u>				
General disapproval	40	48	34	45	36
Some members of family don't like them	16	19	16	15	12
Prefer other meats	14	18	9	18	13
Just don't like them (general)	7	6	5	12	6
Tired of them	6	3	7	7	8
Prefer other types of chicken	3	9	2	2	1
Like variety in meals	25	30	28	16	25
Don't want to get tired of chicken	22	26	25	13	23
Use when I feel like it	2	1	2	2	2
Think they're served often enough	1	2	1	1	1
Inconvenience	14	9	17	15	15
Too much trouble to prepare	7	6	8	7	7
Don't have time to prepare them	5	2	7	5	7
Don't know how to cook them well	2	1	3	4	2
Size	9	10	10	9	6
Too few people to serve and too much left over	8	7	10	9	6
Not enough meat on them	1	3	--	--	1
Too expensive	6	5	4	7	7
Generally eat out	6	4	8	8	3
Don't like flavor	5	4	6	4	4
Health	4	4	4	4	5
Have access to other meat	4	1	4	3	8
Use chicken primarily in the summertime	3	2	3	3	3
Have other eating habits	2	3	1	2	2
Store chickens are poor	2	2	3	1	4
Have them for special meals	2	1	3	2	2
Summertime is not the time to cook chicken	1	2	2	1	--
Do not go shopping often	1	*	1	2	1
Never think of it	1	--	--	1	2
Miscellaneous	<u>1/6</u>	7	6	4	6
Don't know; no answer	<u>5</u>	<u>2</u>	<u>5</u>	<u>5</u>	<u>6</u>
Total	136	134	139	132	135
Number of cases	939	242	317	190	190

1/ No single reason mentioned by as many as 1 percent. Includes such statements as "Dislike the odor of chicken," "Don't have adequate storage facilities," "Stove not working right," and so forth. * Less than 1 percent.

Question 12: "Are you serving broilers or fryers more often than you did four or five years ago, less often, or about the same?" Asked only of homemakers who said they had served broilers or fryers during the past 12 months.

	Cases	More often	Less often	About the same	No opinion	Total
	<u>Number</u>	<u>Percent</u>				
UNITED STATES TOTAL	2,586	38	12	46	4	100
<u>Region:</u>						
Northeast	708	39	9	48	4	100
North Central	755	38	12	45	5	100
South	718	38	12	47	3	100
West	405	37	13	45	5	100
<u>Size of place:</u>						
Metropolitan	720	37	10	47	6	100
Urban	1,079	39	11	46	4	100
Rural	787	37	15	45	3	100
<u>Age of homemaker:</u>						
Under 30 years	502	38	7	41	14	100
30 - 39	614	42	8	48	2	100
40 - 49	551	39	11	49	1	100
50 - 59	418	39	13	47	1	100
60 and over	476	30	23	46	1	100
<u>Family income:</u>						
Lower	703	35	17	45	3	100
Middle	930	38	10	47	5	100
Upper	890	42	8	47	3	100
<u>Education of homemaker:</u>						
None or grammar school	572	34	17	48	1	100
High school	1,536	39	10	46	5	100
College	463	41	8	45	6	100
<u>Number in family:</u>						
1 or 2	945	31	19	44	6	100
3 or 4	938	38	8	50	4	100
5 or more	703	47	6	45	2	100
<u>Status of homemaker:</u>						
Employed	851	40	11	44	5	100
Not employed	1,730	37	12	47	4	100
<u>Frequency of serving broilers or fryers:</u>						
More than once a week	625	47	3	48	2	100
Once a week	1,022	42	7	48	3	100
2 or 3 times a month	609	33	16	44	7	100
Once a month or less	278	19	36	40	5	100

Question 13a: "How come you are serving them more often than you did four or five years ago?" Asked only of users who said they are now serving them more often than they did four or five years ago.

	United States total Percent
Price and economy	50
More economical	48
Lasts longer, get more out of chicken	3
Can afford them now	1
Just like chicken (unspecified)	27
Family composition	26
Children are older and eat more	12
Have larger family	11
Married recently	6
Have smaller family now	2
Change in cooking habits, facilities	23
Learned how to cook more ways	11
Do more cooking today	4
Have outdoor grill	4
Can cook better today	4
Have freezer space	3
Eating habits	18
On restricted diet, can eat chicken	11
Family likes them better now	5
Prefer chicken over beef or pork	1
Serve for variety	1
Easier to eat, to handle when eating	1
Marketing factors	16
More plentiful	6
Chickens are better than they used to be	4
Easier to get the size chicken you want	4
Convenient to buy, already cleaned and cut up	3
Store chickens are cleaner and fresher today	2
Like the way they are packaged	1
Easy to prepare	13
Miscellaneous	6
Total	179

Number of cases 985

Question 13b: "How come you are serving them less often than you did four or five years ago?" Asked only of users who said they are now serving them less often than they did four or five years ago.

	United States total Percent
Family smaller now	37
Family cares less for chicken now	24
Do less cooking	18
No longer raise chickens	14
Prefer other meats (unspecified)	9
Chickens are not as good as they used to be	6
On restricted diet	5
Have less money to spend on food	4
Takes too long to prepare chicken	4
Have less company	2
Prefer other kinds of chicken; prefer roasters	2
Miscellaneous 1/	4
Don't know; no answer	2
Total	131

Number of cases 300

1/ Includes such statements as "Don't eat much meat," "Lasts too long," and so forth. No one reason mentioned by as many as 1 percent.

Summary of questions 14 and 15: "Would (you yourself) (other family member) like to have broilers or fryers more often, less often, or about the same as now?" Asked only of homemakers who said they had served broilers or fryers during the past 12 months (United States).

	Family members	More often	Less often	About same	Don't eat	Don't know	Total
	Number	Percent					
Self	2,570	16	3	79	*	2	100
Women (20 and over) 1/	356	17	9	68	3	3	100
Men (20 and over)	2,330	15	11	70	2	2	100
Boys (13 to 19)	610	31	9	57	2	1	100
Girls (13 to 19)	528	28	7	63	*	2	100
Boys (3 to 12)	1,099	37	6	54	1	2	100
Girls (3 to 12)	1,122	33	4	59	*	4	100

1/ Excludes homemakers. * Less than 1 percent.

Question 16: "Here is a list of different ways broilers and fryers are sold in some places. In the last 12 months which one of these forms have you bought most often?" Asked only of homemakers who said they had purchased broilers or fryers during the past 12 months.

	Just certain parts				All of the fryer or broiler			Total
	Cases	Breasts	Legs or thighs	Wings or backs	Whole	Split in two	Cut-up	
	Number	Percent						
UNITED STATES TOTAL	2,538	21	20	3	47	2	21	114
Region:								
Northeast	706	27	28	4	38	4	16	117
North Central	727	23	22	3	45	2	25	120
South	704	17	10	3	59	1	19	109
West	401	16	19	3	47	1	27	113
Size of place:								
Metropolitan	720	26	25	4	43	4	15	117
Urban	1,075	21	20	3	47	2	23	116
Rural	743	17	15	3	51	1	25	112
Age of homemaker:								
Under 30 years	495	27	22	4	37	1	25	116
30 - 39	604	22	22	3	48	2	22	119
40 - 49	540	22	21	4	48	2	22	119
50 - 59	408	20	15	2	51	5	20	113
60 and over	467	16	18	4	54	2	17	111
Family income:								
Lower	681	11	15	5	59	1	19	110
Middle	914	22	20	3	47	2	22	116
Upper	882	29	24	3	39	4	23	122
Education of homemaker:								
None or grammar school	552	9	13	3	64	2	18	109
High school	1,515	23	22	3	44	2	22	116
College	456	30	23	4	36	4	25	122
Number in family:								
1 or 2	929	21	20	4	47	2	18	112
3 or 4	920	25	20	3	45	3	22	118
5 or more	689	18	20	3	51	2	26	120
Status of homemaker:								
Employed	843	22	21	3	47	2	19	114
Not employed	1,691	21	19	3	48	2	22	115
Frequency of serving broilers or fryers:								
More than once a week	611	13	14	4	63	2	17	113
Once a week	1,002	20	21	3	47	2	22	115
2 or 3 times a month	601	26	21	3	40	2	24	116
Once a month or less	273	31	26	3	32	1	23	116

Question 17a: "What are your reasons for buying broiler or fryer breasts most often?" Asked only of homemakers who said they had purchased this form most often during the past 12 months.

	United States total
	Percent
Family prefers the breast (unspecified)	39
Prefer white meat	29
Little or no waste	19
More meat on the breasts	18
Easier to prepare	8
Can prepare them different ways	8
Prefer taste/flavor of white meat	7
More economical	6
Can buy just the amount needed	6
More tender; juicier	2
On a strict diet; only eat white meat	2
Can use on rotisserie, charcoal grill, and so forth	1
Easier to eat	1
Like extra breasts when serving chicken	1
Makes an attractive dish	1
Miscellaneous	2
Don't know; no answer	8
Total	158
<hr/>	
Number of cases	543

Question 17b: "What are your reasons for buying broiler or fryer legs and thighs most often?" Asked only of homemakers who said they had purchased these parts most often during the past 12 months.

	United States total
	Percent
Family prefers the legs and thighs	50
Meatier	17
Little or no waste	17
Prefer dark meat	14
Easier to prepare	11
Tender; juicier	9
Prefer flavor/taste of dark meat	8
Can buy amount needed	8
More economical	5
Can serve different ways	4
Easier to eat	2
Can use for barbecue, rotisserie, charcoal grill, and so forth	1
Miscellaneous	4
Don't know; no answer	8
Total	158
<hr/>	
Number of cases	506

Question 17c: "What are your reasons for buying whole broilers or fryers most often?" Asked only of homemakers who said they had purchased this form most often during the past 12 months.

	United States total
	<u>Percent</u>
More economical	43
Like all parts of a chicken	23
Prefer to cut it myself	21
More ways to prepare a whole chicken	15
Whole chicken goes further	14
Can use for barbecue, rotisserie, charcoal grill, and so forth	4
Can use a whole chicken--want that amount of meat	3
Just a habit	3
Easier to cut up	3
Only sell whole chickens where I buy	2
They're fresher	2
Can see what I'm getting	2
Prefer whole chicken (unspecified)	1
Taste better, more flavor	1
Easier to clean	1
Easier to prepare	1
Can be sure of what I'm getting	1
More tender, juicier	1
Whole chickens are more festive	1
Miscellaneous	4
Don't know; no answer	7
Total	153

Number of cases 1,200

Question 17d: "What are your reasons for buying cut-up broilers or fryers most often?" Asked only of homemakers who said they had purchased this form most often during the past 12 months.

	United States total
	<u>Percent</u>
Saves time	37
Dislike cutting process	30
Like all parts of a chicken	23
More economical	12
Prefer cut-up for frying	11
They go further	7
Can serve it different ways	5
Can prepare parts I want	4
Easier to serve; children can handle pieces better	3
Just as economical as whole chicken	3
Sell only cut-up chicken where I buy	2
Make good use of the parts	2
Can use for rotisserie, charcoal grill, and so forth	2
Just a habit	2
They are cleaned and dressed, saves work	1
Easier to store in refrigerator or freezer	1
Can see what I'm getting	1
Little or no waste	1
Nice for serving guests	1
Bigger, more meaty, choice chickens	1
Miscellaneous	3
Don't know; no answer	9
Total	161

Number of cases 543

Question 13: "About how many whole (form bought most often) do you use for a typical family meal?" Asked only of homemakers who said they had purchased the form shown below most often during the past 12 months (United States).

	Breasts	Legs or thighs	Wings or backs	Whole	Whole, cut-up	Whole, split-in-two
	<u>Percent</u>	<u>Percent</u>	<u>Percent 1/</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent 1/</u>
Less than 1	2	--		14	12	
1	16	7		56	60	
2	37	19		25	23	
3 - 4	29	26		3	2	
5 or more	10	41		*	1	
Not reported	<u>6</u>	<u>7</u>		<u>2</u>	<u>2</u>	
Total	100	100		100	100	
Number of cases	543	506		1,200	543	

1/ Too few cases for analysis.

* Less than 1 percent.

Question 19: "In which of these other ways have you bought broilers or fryers in the last 12 months?" Asked only of homemakers who said they had purchased broilers or fryers during the past 12 months.

	Cases	Just certain parts			All of the			No other ways	No answer	Total
		Breasts	Legs or thighs	Wings or backs	Whole	Split in two	Cut-up			
Number						Percent				
UNITED STATES TOTAL										
<u>Region:</u>										
Northeast	2,538	17	19	9	23	9	20	32	5	134
North Central	706	21	21	10	28	14	21	28	3	146
South	727	16	19	10	24	8	22	30	5	134
West	704	14	16	7	17	8	16	40	7	125
West	401	15	21	10	22	5	25	29	3	130
<u>Size of place:</u>										
Metropolitan	720	21	23	13	28	13	22	26	3	149
Urban	1,075	16	19	8	21	9	21	33	4	131
Rural	743	14	15	7	21	6	18	38	7	126
<u>Age of homemaker:</u>										
Under 30 years	495	15	19	6	25	7	26	27	4	129
30 - 39	604	17	21	9	23	11	22	29	4	136
40 - 49	540	18	19	10	25	12	23	28	5	140
50 - 59	408	20	20	12	23	10	19	32	4	140
60 and over	467	14	15	10	18	5	12	46	5	125
<u>Family income:</u>										
Lower	681	12	17	14	17	6	16	38	8	128
Middle	914	17	18	9	24	9	23	31	4	135
Upper	882	20	21	6	26	12	22	29	3	139
<u>Education of homemaker:</u>										
None or grammar school	552	11	16	12	14	6	16	43	8	126
High school	1,515	17	19	9	24	10	22	30	4	135
College	456	21	21	7	29	11	21	25	4	139
<u>Number in family:</u>										
1 or 2	929	16	18	10	22	8	16	39	5	134
3 or 4	920	18	18	8	24	10	25	29	4	136
5 or more	689	17	22	11	24	9	20	28	6	137
<u>Status of homemaker:</u>										
Employed	843	18	19	11	23	8	21	33	4	137
Not employed	1,691	16	19	9	23	10	20	32	5	134
<u>Frequency of serving broilers or fryers:</u>										
More than once a week	611	16	20	13	19	12	22	31	6	139
Once a week	1,002	18	20	10	23	9	20	31	5	136
2 or 3 times a month	601	20	18	7	27	7	22	30	2	133
Once a month or less	273	8	14	8	25	6	15	38	6	120

Question 20: "When you buy broiler or fryer parts which is more important to you, the number of parts or the total weight?" Asked only of homemakers who had purchased parts during the past 12 months.

	Cases	Number of parts	Total weight	Both	No opinion	Total
	<u>Number</u>	<u>Percent</u>				
UNITED STATES TOTAL	1,493	59	29	6	6	100
<u>Region:</u>						
Northeast	504	63	25	8	4	100
North Central	440	60	29	6	5	100
South	332	55	29	9	7	100
West	217	55	35	4	6	100
<u>Size of place:</u>						
Metropolitan	509	61	27	7	5	100
Urban	618	57	30	8	5	100
Rural	366	61	27	5	7	100
<u>Age of homemaker:</u>						
Under 30 years	316	58	31	8	3	100
30 - 39	365	60	26	9	5	100
40 - 49	325	63	29	4	4	100
50 - 59	235	58	31	5	6	100
60 and over	240	57	25	8	10	100
<u>Family income:</u>						
Lower	342	56	31	7	6	100
Middle	529	62	26	6	6	100
Upper	587	59	28	9	4	100
<u>Education of homemaker:</u>						
None or grammar school	238	55	29	8	8	100
High school	932	60	28	7	5	100
College	316	60	29	7	4	100
<u>Number in family:</u>						
1 or 2	541	58	29	7	6	100
3 or 4	562	61	28	7	4	100
5 or more	390	58	28	7	7	100
<u>Status of homemaker:</u>						
Employed	509	59	30	6	5	100
Not employed	982	59	28	7	6	100
<u>Frequency of serving broilers or fryers:</u>						
More than once a week	326	55	32	7	6	100
Once a week	604	62	25	7	6	100
2 or 3 times a month	367	60	29	6	5	100
Once a month or less	167	57	27	9	7	100

Question 21: "When you buy broilers or fryers, which is more important to you, the price per pound or the total price?" Asked only of homemakers who said they had purchased broilers or fryers during the past 12 months.

	Cases	Price per pound	Total price	Both	No opinion	Total
	<u>Number</u>			<u>Percent</u>		
UNITED STATES TOTAL	2,538	45	36	9	10	100
<u>Region:</u>						
Northeast	706	44	34	9	13	100
North Central	727	47	33	8	12	100
South	704	43	40	10	7	100
West	401	46	37	10	7	100
<u>Size of place:</u>						
Metropolitan	720	44	34	10	12	100
Urban	1,075	45	35	9	11	100
Rural	743	46	38	8	8	100
<u>Age of homemaker:</u>						
Under 30 years	495	42	45	7	6	100
30 - 39	604	48	34	10	8	100
40 - 49	540	48	32	11	9	100
50 - 59	408	44	35	8	13	100
60 and over	467	42	33	9	16	100
<u>Family income:</u>						
Lower	681	42	38	9	11	100
Middle	914	46	36	10	8	100
Upper	882	47	33	8	12	100
<u>Education of homemaker:</u>						
None or grammar school	552	41	37	10	12	100
High school	1,515	45	36	9	10	100
College	456	47	36	9	8	100
<u>Number in family:</u>						
1 or 2	929	41	34	11	14	100
3 or 4	920	45	39	7	9	100
5 or more	689	50	35	8	7	100
<u>Status of homemaker:</u>						
Employed	843	42	39	9	10	100
Not employed	1,691	47	34	9	10	100
<u>Frequency of serving broilers or fryers:</u>						
More than once a week	611	48	37	9	6	100
Once a week	1,002	46	35	10	9	100
2 or 3 times a month	601	45	34	8	13	100
Once a month or less	273	32	41	8	19	100

Question 22: "Which do you yourself feel give you the best buy for your money--buying just certain parts or buying the whole bird?" Asked only of homemakers who said they had purchased broilers or fryers during the past 12 months.

	Cases	Just certain parts	The whole bird	Other answer	No opinion	Total
	<u>Number</u>			<u>Percent</u>		
UNITED STATES TOTAL	2,538	29	66	2	3	100
<u>Region:</u>						
Northeast	706	37	57	2	4	100
North Central	727	31	64	2	3	100
South	704	19	76	2	3	100
West	401	27	70	1	2	100
<u>Size of place:</u>						
Metropolitan	720	33	61	2	4	100
Urban	1,075	28	67	3	2	100
Rural	743	25	71	1	3	100
<u>Age of homemaker:</u>						
Under 30 years	495	35	62	1	2	100
30 - 39	604	28	67	2	3	100
40 - 49	540	29	66	2	3	100
50 - 59	408	24	70	4	2	100
60 and over	467	26	69	1	4	100
<u>Family income:</u>						
Lower	681	22	73	1	4	100
Middle	914	28	67	2	3	100
Upper	382	34	62	2	2	100
<u>Education of homemaker:</u>						
None or grammar school	552	18	76	2	4	100
High school	1,515	30	66	1	3	100
College	456	36	59	3	2	100
<u>Number in family:</u>						
1 or 2	929	30	66	1	3	100
3 or 4	920	30	64	3	3	100
5 or more	689	24	72	2	2	100
<u>Status of homemaker:</u>						
Employed	843	30	66	1	3	100
Not employed	1,691	28	67	2	3	100
<u>Frequency of serving broilers or fryers:</u>						
More than once a week	611	21	75	2	2	100
Once a week	1,002	27	68	3	2	100
2 or 3 times a month	601	34	61	2	3	100
Once a month or less	273	37	54	1	8	100

Question 23a: "Why do you say that?" Asked only of purchasers who said the whole bird is the best buy.

	United States total
	<u>Percent</u>
More economical	56
We like/use the whole chicken (no mention of waste)	24
Get more meals from it	16
Can have a choice of parts	15
Can prepare in a variety of ways	5
Less waste	5
More meat on whole bird	4
Prefer to cut my own	3
Can feed more people	2
Buy from force of habit	1
Miscellaneous	5
Don't know; no answer	<u>2</u>
Total	138

Number of cases	1,690
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Question 23b: "Why do you say that?" Asked only of purchasers who said parts are the best buy.

	United States total
	<u>Percent</u>
Less waste	55
Get parts we like (no mention of waste)	31
More meat on certain parts	11
More economical	9
Too much for one person/small family	6
Parts easier, more convenient to prepare	2
Uses less refrigerator space	1
Nourishing, healthful food	1
Miscellaneous	2
Don't know; no answer	<u>2</u>
Total	120

Number of cases	725
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Question 24: "When you buy broilers or fryers, can you usually get one that is about the right weight for you, or would you rather have a larger or smaller bird?" Asked only of homemakers who said they had purchased broilers or fryers during the past 12 months.

	Cases	Usually find right weight	Prefer larger bird	Prefer smaller bird	Only buy certain parts	Don't know	Total
	Number	Percent					
UNITED STATES TOTAL	2,538	76	8	3	12	1	100
<u>Region:</u>							
Northeast	706	70	8	3	17	2	100
North Central	727	75	8	4	12	1	100
South	704	84	6	2	7	1	100
West	401	76	12	3	8	1	100
<u>Size of place:</u>							
Metropolitan	720	73	9	4	12	2	100
Urban	1,075	77	8	3	11	1	100
Rural	743	79	8	2	10	1	100
<u>Age of homemaker:</u>							
Under 30 years	495	74	6	4	15	1	100
30 - 39	604	75	10	3	11	1	100
40 - 49	540	77	10	3	9	1	100
50 - 59	408	78	8	2	10	2	100
60 and over	467	78	6	3	12	1	100
<u>Family income:</u>							
Lower	681	80	8	3	8	1	100
Middle	914	76	7	4	12	1	100
Upper	882	73	10	1	15	1	100
<u>Education of homemaker:</u>							
None or grammar school	552	79	9	4	7	1	100
High school	1,515	75	8	3	13	1	100
College	456	76	8	2	13	1	100
<u>Number in family:</u>							
1 or 2	929	77	4	3	15	1	100
3 or 4	920	77	8	2	12	1	100
5 or more	689	74	14	4	7	1	100
<u>Status of homemaker:</u>							
Employed	843	73	9	3	14	1	100
Not employed	1,691	78	8	2	11	1	100
<u>Frequency of serving broilers or fryers:</u>							
More than once a week	611	81	9	3	6	1	100
Once a week	1,002	78	8	3	10	1	100
2 or 3 times a month	601	75	8	3	13	1	100
Once a month or less	273	66	7	3	22	2	100

Question 25: "What weight bird do you usually buy?" Asked only of homemakers who said they had purchased broilers or fryers during the past 12 months.

Cases	Under 2 pounds	2 pounds	2-1/4 pounds	2-1/2 pounds	2-3/4 pounds	3 pounds	3-1/4 pounds	3-1/2 pounds	3-3/4 pounds or more	Only buy certain or no parts	Don't know answer	Total	
Number	Percent												
UNITED STATES TOTAL													
Region:													
Northeast	2,538	3	12	3	23	5	24	1	7	3	12	7	100
North Central	706	2	6	1	14	2	33	2	8	7	17	8	100
South	727	3	10	3	24	4	26	1	8	3	12	6	100
West	704	4	21	4	33	6	17	--	2	1	7	5	100
Size of place:	401	2	8	2	26	7	26	1	9	1	8	10	100
Metropolitan	720	2	7	2	18	4	27	2	10	6	13	9	100
Urban	1,075	3	14	3	24	4	26	1	5	2	12	6	100
Rural	743	3	15	3	26	6	23	1	5	2	10	5	100
Age of homemaker:	495	3	13	3	22	3	22	--	4	2	16	12	100
Under 30 years	604	3	11	2	20	6	28	1	6	4	11	8	100
30 - 39	540	1	11	2	29	4	27	2	8	4	9	3	100
40 - 49	408	5	13	2	20	5	27	2	7	2	10	7	100
50 - 59	467	4	14	4	25	5	22	1	7	2	12	4	100
60 and over													
Family income:	681	3	17	2	28	5	24	1	4	2	8	6	100
Lower	914	3	10	3	22	5	28	1	6	3	12	7	100
Middle	882	2	11	2	21	5	24	1	9	4	14	7	100
Upper													
Education of homemaker:	558	3	17	3	28	4	25	1	5	2	7	5	100
None or grammar school	1,515	3	10	3	22	5	26	1	7	3	13	7	100
High school	456	4	13	3	23	4	22	2	6	2	13	8	100
College													
Number in family:	929	4	14	3	24	4	22	1	6	2	14	6	100
1 or 2	920	3	11	2	23	4	27	2	6	4	11	7	100
3 or 4	689	2	11	2	24	6	27	1	8	4	8	7	100
5 or more													
Status of homemaker:	843	3	12	2	25	4	25	1	6	2	14	6	100
Employed	1,691	3	12	3	23	5	25	1	7	3	11	7	100
Not employed													
Frequency of serving													
broilers or fryers:	611	3	13	3	30	6	27	--	5	3	6	4	100
More than once a week	1,002	3	11	3	24	4	27	1	7	3	11	6	100
Once a week	601	3	11	3	20	5	23	2	8	3	13	9	100
2 or 3 times a month	273	2	13	1	19	4	21	--	5	2	22	11	100
Once a month or less													

Now, I'd like you to think about broilers and fryers today compared with 8 or 10 years ago.

Question 26: "In what ways do you think they are better today?" Asked only of homemakers who said they had purchased broilers or fryers during the past 12 months.

	United States total
	<u>Percent</u>
Processing factors	29
Cleaner, more sanitary	11
Ready-dressed	11
Improved packaging	8
Fresher today	4
Graded and inspected	2
Freezing, better refrigeration	2
Frozen chickens available	1
Quality factors	25
Tenderness of meat	11
More flavorful	8
Plumper, more meat	8
Quality is improved (general)	2
More white meat	2
Not as much fat	1
Meat is juicier	1
Better color	1
Production factors	19
Well fed	9
Modern production methods	6
Grown faster	4
Raised in brooders	2
Smaller	2
Variety of weights/the right size	1
Larger birds	1
Marketing factors	13
Can buy in different ways, can purchase parts	8
Chickens are available	4
Plentiful, more abundant	2
Don't know; no answer	17
Total	103
Number of cases	2,538

Question 27: "In what ways do you think they are not as good as they were 8 or 10 years ago?" Asked only of homemakers who said they had purchased broilers or fryers during the past 12 months.

	United States total	North- east	North Central	South	West
	Percent				
None--think they are better	38	39	33	43	36
No difference	15	17	15	14	14
Not as good quality	12	11	15	10	15
Less flavor	11	9	13	8	13
Not as plump, less meat	1	1	*	1	1
Meat isn't as solid	1	1	2	1	1
Not as good production methods used	9	6	13	6	10
Not as well fed	4	3	6	3	5
Raised too fast	3	2	5	2	3
Too small	1	2	2	1	*
Health hazard/use of preservatives, chemicals, antibiotics	1	1	2	1	3
Dislike modern production methods	1	1	1	*	*
Raised in brooders	1	*	3	1	1
Not as fresh	5	5	5	5	4
Not as good processing methods used	4	4	5	4	3
Freezing and refrigeration destroys flavor	2	2	2	3	2
Frozen chicken not as good	1	1	2	1	1
Not bled thoroughly	1	1	1	*	*
More expensive now	1	2	*	1	1
Miscellaneous	3	2	6	2	3
Don't know; no answer	<u>23</u>	<u>24</u>	<u>22</u>	<u>22</u>	<u>24</u>
Total	110	110	114	107	110
<hr/>					
Number of cases	2,538	706	727	704	401

* Less than 1 percent.

Question 28: "Is there anything (else) you don't like about the way broilers or fryers are packaged or sold today?" Asked only of homemakers who said they had purchased broilers or fryers during the past 12 months.

	United States total	North- east	North Central	South	West
	Percent				
No complaints	64	61	62	71	62
Package criticisms	18	24	19	12	16
They're not as fresh (not as fresh in the package)	5	7	6	2	6
Dislike plastic/cellophane as packaging material	3	5	3	1	2
Packages leak	3	4	4	3	2
Dislike cardboard as packaging material	3	4	3	1	2
Difficult to see what you are buying in packages	3	4	3	2	4
Not bled thoroughly, bloody (in package)	2	1	2	1	2
Parts missing (parts missing in packaged chicken)	2	1	1	2	4
More spoilage in chicken (packaged chicken)	1	3	1	*	*
Less flavor (in package)	1	2	2	*	2
Not cut to suit me (in package) (general)	1	1	2	1	2
Water, watery (in package)	1	1	2	1	1
Poorly cut (badly cut) (in package)	1	1	1	1	2
Giblets/effects of giblet packaging	1	1	1	1	1
Bruised, often bruised (in package)	1	1	1	1	*
Too much chicken--too many pieces, too large chicken in packages	1	1	*	1	*
Cut into too few parts (in package)	1	*	1	1	*
Not properly singed; pinfeathers not removed; not ready-dressed	3	2	3	3	4
Must rewrap at home	1	3	1	*	1
Not clean, not sanitary	1	1	2	2	--
Bones discolored/broken	1	1	1	1	1
Can't tell how long they've been frozen	1	1	1	1	1
Store's malpractices	1	1	1	*	1
Frozen chicken not as good	1	1	*	1	1
Refrigeration is inadequate: some stores don't keep things well-frozen/refreeze	1	*	2	*	1
Freezing and refrigeration destroys flavor	1	*	1	1	1
Health hazard: use of preservatives, chemicals, antibiotics, and so forth	1	*	1	*	1
Useless parts are included	1	*	1	*	*
Miscellaneous	6	5	7	5	8
Don't know; no answer	4	4	4	3	3
Total	105	104	106	100	101
Number of cases	2,538	706	727	704	401

* Less than 1 percent.

Question 29: "Here's a list of things some people look for to be sure they get good chicken. Which of these do you look for when selecting a broiler or fryer? Just give me the number. Pick as many as you wish." Asked only of homemakers who said they had purchased broilers or fryers during the past 12 months.

	Cases	Light color	Yellow color	No tears in skin	A plump chicken	No bruises or discoloration	No freezer burns	One that is well cleaned	No pin- feathers	Not much fat
	Number	Percent								
UNITED STATES TOTAL	2,538	31	34	37	54	69	30	73	54	31
Region:										
Northeast	706	34	32	35	48	66	24	67	48	36
North Central	727	31	34	37	55	71	32	77	57	33
South	704	28	37	37	55	69	31	76	55	22
West	401	29	35	40	59	72	36	72	57	35
Size of place:										
Metropolitan	720	32	32	42	53	67	25	63	46	37
Urban	1,075	31	32	36	54	71	33	78	57	30
Rural	743	28	39	33	53	69	31	75	57	27
Age of homemaker:										
Under 30 years	495	35	18	32	45	72	29	76	56	38
30 - 39	604	36	27	38	50	71	31	76	56	30
40 - 49	540	32	37	38	54	75	34	73	56	32
50 - 59	408	29	40	41	58	68	30	73	55	27
60 and over	467	19	51	36	63	60	24	67	46	27
Family income:										
Lower	681	21	46	37	56	61	24	71	48	30
Middle	914	32	32	37	52	71	30	74	54	32
Upper	882	38	27	37	53	75	36	74	59	32
Education of homemaker:										
None or grammar school	552	22	46	36	52	57	23	69	45	31
High school	1,515	32	32	36	53	70	31	73	56	32
College	456	37	28	41	58	82	35	78	58	30
Number in family:										
1 or 2	929	25	42	36	57	65	27	71	50	28
3 or 4	920	34	29	37	51	71	31	73	55	34
5 or more	689	34	31	38	53	73	32	76	57	31
Status of homemaker:										
Employed	843	29	36	38	52	70	28	72	52	28
Not employed	1,691	32	33	36	54	69	31	73	55	33
Frequency of serving broilers or fryers:										
More than once a week	611	29	40	43	55	71	31	74	54	32
Once a week	1,002	32	34	38	54	71	31	74	57	33
2 or 3 times a month	601	29	33	34	53	70	28	73	51	31
Once a month or less	273	30	27	28	50	59	27	67	51	25

--Continued

Question 29: "Here's a list of things some people look for to be sure they get good chicken. Which of these do you look for when selecting a broiler or fryer? Just give me the number. Pick as many as you wish." Asked only of homemakers who said they had purchased broilers or fryers during the past 12 months.--Continued

	Some fat	The right size	Inspected by government	The brand name	Flexible breast bone	Soft moist skin	I depend on the store	None	Other answer	Total
----- Percent -----										
UNITED STATES TOTAL	36	66	57	20	11	20	39	1	1	664
Region:										
Northeast	29	59	53	15	13	19	39	1	1	619
North Central	39	68	54	16	12	22	45	1	1	685
South	41	68	62	23	7	17	32	1	1	662
West	32	72	64	31	11	25	40	1	1	712
Size of place:										
Metropolitan	30	62	54	17	11	18	41	2	1	633
Urban	36	68	62	23	12	21	39	1	1	685
Rural	41	67	55	20	10	21	37	1	--	664
Age of homemaker:										
Under 30 years	21	69	62	23	4	19	38	1	1	639
30 - 39	34	71	59	19	9	19	42	1	1	670
40 - 49	36	67	62	21	12	22	41	--	1	693
50 - 59	44	65	55	22	15	19	37	--	--	678
60 and over	48	58	49	16	16	20	34	2	2	638
Family income:										
Lower	42	62	56	19	10	19	33	1	1	637
Middle	33	66	58	20	11	21	37	1	1	662
Upper	34	70	60	22	12	19	46	1	1	696
Education of homemaker:										
None or grammar school	41	60	51	16	9	18	32	1	1	610
High school	33	66	60	21	11	19	39	1	1	666
College	39	76	57	25	13	27	47	--	1	732
Number in family:										
1 or 2	40	61	52	19	13	20	36	1	1	644
3 or 4	31	68	60	22	10	19	40	1	1	667
5 or more	36	71	60	20	10	21	43	1	--	687
Status of homemaker:										
Employed	36	66	57	21	12	22	39	1	1	660
Not employed	36	67	58	20	11	19	39	1	1	668
Frequency of serving broilers or fryers:										
More than once a week	41	68	61	18	10	21	34	--	1	683
Once a week	35	69	59	21	11	20	40	1	1	681
2 or 3 times a month	34	63	55	21	13	21	42	1	1	653
Once a month or less	32	59	49	21	7	15	42	2	2	593

Question 30: "As you probably know, some poultry is graded by the U.S. Department of Agriculture. Which of these ways of showing grades do you think would be easiest to understand--the letters, the words, or the numbers?" Asked only of homemakers who said they had purchased broilers or fryers during the past 12 months.

	Cases	Letters (A-B-C)	Words (choice, good, commercial)	Numbers (1-2-3)	No opinion	Total
	Number			Percent		
UNITED STATES TOTAL	2,538	30	56	5	9	100
<u>Region:</u>						
Northeast	706	31	56	5	8	100
North Central	727	25	62	5	8	100
South	704	33	50	6	11	100
West	401	30	59	5	6	100
<u>Size of place:</u>						
Metropolitan	720	30	55	6	9	100
Urban	1,075	31	57	4	8	100
Rural	743	28	57	6	9	100
<u>Age of homemaker:</u>						
Under 30 years	495	39	55	3	3	100
30 - 39	604	28	59	6	7	100
40 - 49	540	27	62	5	6	100
50 - 59	408	25	61	6	8	100
60 and over	467	30	45	4	21	100
<u>Family income:</u>						
Lower	681	33	46	6	15	100
Middle	914	31	57	5	7	100
Upper	882	26	64	5	5	100
<u>Education of homemaker:</u>						
None or grammar school	552	33	41	6	20	100
High school	1,515	30	60	5	5	100
College	456	25	64	6	5	100
<u>Number in family:</u>						
1 or 2	929	28	54	5	13	100
3 or 4	920	31	59	5	5	100
5 or more	689	31	57	4	8	100
<u>Status of homemaker:</u>						
Employed	843	26	60	7	7	100
Not employed	1,691	32	54	4	10	100
<u>Frequency of serving broilers or fryers:</u>						
More than once a week	611	32	51	7	10	100
Once a week	1,002	31	56	5	8	100
2 or 3 times a month	601	26	62	4	8	100
Once a month or less	273	29	57	3	11	100

Question 31a: "Why do you say that?" Asked only of purchasers who said that word grading would be easiest to understand.

	United States total Percent
Words are more meaningful	65
Other items graded same way	13
Just easier to understand (unspecified)	9
Easier to remember	7
Letters are confusing	6
Numbers are confusing	6
Eye catching	4
With Government stamp know it's reliable	2
Easier to read	1
Miscellaneous	1
Don't know; no answer	1
Total	115

Number of cases	1,435
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Question 31b: "Why do you say that?" Asked only of purchasers who said that letter grading would be easiest to understand.

	United States total Percent
Letters are more meaningful	67
Other items graded that way	22
Words are confusing	8
Just easier to understand (unspecified)	5
Numbers are confusing	4
Easier to remember	3
Eye catching	3
Chickens already graded that way	2
Simplicity	2
With Government stamp know it's reliable	1
Miscellaneous	1
Don't know; no answer	2
	120

Number of cases	757
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Question 32: "Let's talk about frozen chicken for a minute. In your opinion, what is the difference between chicken that is frozen at home and chicken that is already frozen when it is sold?" Asked only of homemakers who said they had purchased broilers or fryers during the past 12 months.

	United States total
	<u>Percent</u>
Favorable comments on home frozen chicken	41
You know duration of frozen state	22
Home freezing insures freshness	12
Home frozen is more flavorful/better taste	10
Home frozen is better cleaned	4
Have more confidence in home freezing	2
Home packaging is better	1
Home frozen not subject to freezer burns	1
Home frozen are better (unspecified)	2
No difference	16
No experience	16
Unfavorable comments on commercially frozen chicken	15
With commercially frozen you can't see what you're buying	4
Some stores refreeze	4
Commercially frozen not as juicy/tender	2
With commercially frozen--bones darken	2
Frozen chicken is higher priced	2
Appearance of store frozen not as good	2
Favorable comments on commercially frozen chicken	6
Commercial freezing is faster	3
More dependable	2
More flavorful	1
Less work to prepare	1
Insures freshness	1
Miscellaneous	8
Don't know; no answer	<u>8</u>
Total	110
<hr/>	
Number of cases	2,538

Question 33: "Do they sell frozen broilers or fryers where you usually shop for food, or not?" Asked only of homemakers who said they had purchased broilers or fryers during the past 12 months.

	Cases	Yes, sell frozen	No, they don't	Don't know	Total
	<u>Number</u>	-----	<u>Percent</u>	-----	
UNITED STATES TOTAL	2,538	59	27	14	100
<u>Region:</u>					
Northeast	706	53	31	16	100
North Central	727	61	26	13	100
South	704	54	29	17	100
West	401	74	18	8	100
<u>Size of place:</u>					
Metropolitan	720	55	31	14	100
Urban	1,075	58	26	16	100
Rural	743	64	24	12	100
<u>Age of homemaker:</u>					
Under 30 years	495	52	34	14	100
30 - 39	604	60	27	13	100
40 - 49	540	61	26	13	100
50 - 59	408	62	27	11	100
60 and over	467	60	22	18	100
<u>Family income:</u>					
Lower	681	63	23	14	100
Middle	914	57	28	15	100
Upper	882	57	29	14	100
<u>Education of homemaker:</u>					
None or grammar school	552	60	24	16	100
High school	1,515	58	28	14	100
College	456	62	24	14	100
<u>Number in family:</u>					
1 or 2	929	61	23	16	100
3 or 4	920	57	29	14	100
5 or more	689	58	30	12	100
<u>Status of homemaker:</u>					
Employed	843	59	28	13	100
Not employed	1,691	59	26	15	100
<u>Frequency of serving broilers or fryers:</u>					
More than once a week	611	60	28	12	100
Once a week	1,002	58	30	12	100
2 or 3 times a month	601	57	25	18	100
Once a month or less	273	65	20	15	100

Question 34: "Some people say they can't get frozen broilers or fryers in the way they usually buy chicken. Could you get frozen broilers and fryers in the form and amount you usually buy, or not?" Asked only of broiler or fryer purchasers who said frozen are sold where they usually shop.

	Cases	Yes	No, could not	Don't know	Total
	Number	Percent			
UNITED STATES TOTAL	1,496	71	12	17	100
<u>Region:</u>					
Northeast	376	61	16	23	100
North Central	444	68	12	20	100
South	379	82	6	12	100
West	297	73	14	13	100
<u>Size of place:</u>					
Metropolitan	397	61	16	23	100
Urban	626	72	12	16	100
Rural	473	78	7	15	100
<u>Age of homemaker:</u>					
Under 30 years	256	70	15	15	100
30 - 39	364	68	14	18	100
40 - 49	329	71	11	18	100
50 - 59	255	70	11	19	100
60 and over	278	77	8	15	100
<u>Family income:</u>					
Lower	431	81	6	13	100
Middle	523	71	13	16	100
Upper	502	63	14	23	100
<u>Education of homemaker:</u>					
None or grammar school	330	80	8	12	100
High school	874	68	14	18	100
College	281	70	9	21	100
<u>Number in family:</u>					
1 or 2	568	74	9	17	100
3 or 4	525	69	14	17	100
5 or more	403	69	13	18	100
<u>Status of homemaker:</u>					
Employed	496	73	10	17	100
Not employed	996	70	12	18	100
<u>Frequency of serving broilers or fryers:</u>					
More than once a week	365	70	14	16	100
Once a week	583	71	11	18	100
2 or 3 times a month	340	70	11	19	100
Once a month or less	177	75	11	14	100

Question 35: "About how long has it been since you bought any frozen chicken?" Asked only of homemakers who said they had purchased broilers or fryers during the past 12 months.

	Cases	Less than 1 month	1-6 months	7-12 months	1-2 years	3-5 years	Over 5 years	Never bought frozen	Don't know	Total
UNITED STATES TOTAL	2,538	14	12	5	8	5	5	46	5	100
<u>Region:</u>										
Northeast	706	11	9	2	8	4	6	56	4	100
North Central	727	12	12	6	12	4	7	43	4	100
South	704	17	13	5	6	3	5	45	6	100
West	401	17	16	6	9	6	5	36	5	100
<u>Size of place:</u>										
Metropolitan	720	13	8	5	8	5	6	51	4	100
Urban	1,075	13	12	6	9	4	6	46	4	100
Rural	743	17	15	4	8	4	4	42	6	100
<u>Age of homemaker:</u>										
Under 30 years	495	13	11	5	8	3	3	55	2	100
30 - 39	604	13	14	5	10	5	6	43	4	100
40 - 49	540	15	12	5	10	4	7	42	5	100
50 - 59	408	14	11	5	8	4	6	45	7	100
60 and over	467	17	9	4	7	4	6	48	5	100
<u>Family income:</u>										
Lower	681	21	12	6	8	2	4	41	6	100
Middle	914	12	12	4	9	5	6	48	4	100
Upper	882	11	12	4	9	5	7	48	4	100
<u>Education of homemaker:</u>										
None or grammar school	552	19	12	4	8	4	4	44	5	100
High school	1,515	12	11	5	9	4	6	49	4	100
College	456	14	15	6	7	6	6	40	6	100
<u>Number in family:</u>										
1 or 2	929	15	11	5	8	3	6	47	5	100
3 or 4	920	15	11	5	9	3	5	47	5	100
5 or more	689	12	13	5	10	5	8	43	4	100
<u>Status of homemaker:</u>										
Employed	843	15	11	6	10	4	5	45	4	100
Not employed	1,691	14	12	4	8	4	6	47	5	100
<u>Frequency of serving broilers or fryers:</u>										
More than once a week	611	17	12	6	9	2	7	42	4	100
Once a week	1,002	15	11	4	8	6	6	45	5	100
2 or 3 times a month	601	13	12	4	9	3	4	51	4	100
Once a month or less	273	10	13	6	10	4	5	48	4	100

Question 36: "When broilers or fryers (or parts) are selling at a lower price than usual, do you generally buy more than you would otherwise, or not?" Asked only of homemakers who said they had purchased broilers or fryers during the past 12 months.

	Cases	Yes, buy more	No, do not	Don't know	Total
	Number	Percent			
UNITED STATES TOTAL	2,538	51	48	1	100
<u>Region:</u>					
Northeast	706	47	52	1	100
North Central	727	53	47	--	100
South	704	56	43	1	100
West	401	48	51	1	100
<u>Size of place:</u>					
Metropolitan	720	46	53	1	100
Urban	1,075	49	51	--	100
Rural	743	59	40	1	100
<u>Age of homemaker:</u>					
Under 30 years	495	49	51	--	100
30 - 39	604	60	39	1	100
40 - 49	540	58	41	1	100
50 - 59	408	52	48	--	100
60 and over	467	36	63	1	100
<u>Family income:</u>					
Lower	681	46	53	1	100
Middle	914	53	46	1	100
Upper	882	55	44	1	100
<u>Education of homemaker:</u>					
None or grammar school	552	48	51	1	100
High school	1,515	53	47	--	100
College	456	52	47	1	100
<u>Number in family:</u>					
1 or 2	929	40	59	1	100
3 or 4	920	55	44	1	100
5 or more	689	63	36	1	100
<u>Status of homemaker:</u>					
Employed	843	50	49	1	100
Not employed	1,691	52	47	1	100
<u>Frequency of serving broilers or fryers:</u>					
More than once a week	611	65	34	1	100
Once a week	1,002	52	47	1	100
2 or 3 times a month	601	48	51	1	100
Once a month or less	273	28	71	1	100

Question 37: "What do you do with the larger quantity, do you generally use most of it right away, use some and freeze some, or freeze most of it?" Asked only of broiler or fryer purchasers who said they usually buy more when prices are lower than usual.

	Cases	Use most	Use some, freeze some	Freeze most	Don't know	Total
	<u>Number</u>			<u>Percent</u>		
UNITED STATES TOTAL	1,305	8	61	30	1	100
<u>Region:</u>						
Northeast	333	7	66	27	--	100
North Central	383	10	61	28	1	100
South	396	7	60	32	1	100
West	193	9	57	33	1	100
<u>Size of place:</u>						
Metropolitan	333	8	64	27	1	100
Urban	531	8	61	30	1	100
Rural	441	8	61	31	--	100
<u>Age of homemaker:</u>						
Under 30 years	242	7	60	33	--	100
30 - 39	360	8	61	30	1	100
40 - 49	311	8	63	29	--	100
50 - 59	212	10	59	30	1	100
60 and over	166	7	63	29	1	100
<u>Family income:</u>						
Lower	313	10	67	22	1	100
Middle	485	8	60	32	--	100
Upper	483	7	59	33	1	100
<u>Education of homemaker:</u>						
None or grammar school	264	8	70	20	2	100
High school	797	9	60	30	1	100
College	238	7	56	37	--	100
<u>Number in family:</u>						
1 or 2	368	8	57	34	1	100
3 or 4	502	8	61	30	1	100
5 or more	435	9	64	27	--	100
<u>Status of homemaker:</u>						
Employed	424	10	62	27	1	100
Not employed	880	7	62	31	--	100
<u>Frequency of serving broilers or fryers:</u>						
More than once a week	399	10	61	28	1	100
Once a week	525	6	63	30	1	100
2 or 3 times a month	286	8	60	32	--	100
Once a month or less <u>1/</u>						

1/ Too few cases for analysis.

Question 38: "Do you sometimes buy fresh broilers or fryers or parts and then freeze them at home, or not?"
 Asked only of broiler or fryer purchasers who either did not indicate increased purchases resulting from lower prices or who did not indicate that they freeze extra quantities.

	Cases	Yes	No, do not	No answer	Total
	<u>Number</u>	<u>Percent</u>			
UNITED STATES TOTAL	1,348	47	50	3	100
<u>Region:</u>					
Northeast	397	53	44	3	100
North Central	384	46	51	3	100
South	341	48	47	5	100
West	226	39	59	2	100
<u>Size of place:</u>					
Metropolitan	418	50	47	3	100
Urban	589	48	50	2	100
Rural	341	42	53	5	100
<u>Age of homemaker:</u>					
Under 30 years	271	58	41	1	100
30 - 39	276	51	46	3	100
40 - 49	255	46	49	5	100
50 - 59	221	39	58	3	100
60 and over	313	40	57	3	100
<u>Family income:</u>					
Lower	401	36	60	4	100
Middle	472	52	46	2	100
Upper	436	52	45	3	100
<u>Education of homemaker:</u>					
None or grammar school	314	42	54	4	100
High school	790	49	48	3	100
College	235	46	52	2	100
<u>Number in family:</u>					
1 or 2	594	44	53	3	100
3 or 4	460	50	46	4	100
5 or more	294	48	50	2	100
<u>Status of homemaker:</u>					
Employed	465	46	52	2	100
Not employed	880	48	49	3	100
<u>Frequency of serving broilers or fryers:</u>					
More than once a week	254	47	48	5	100
Once a week	515	50	47	3	100
2 or 3 times a month	339	49	48	3	100
Once a month or less	205	37	62	1	100

Question 39: "Why do you buy fresh chicken and freeze it at home rather than buying frozen chicken in the store?" Asked only of purchasers of broilers or fryers who said they sometimes buy fresh chicken and freeze it at home.

	United States total
	<u>Percent</u>
Less expensive, cheaper	25
You know duration of frozen state	22
To insure freshness	18
For convenience	17
Offers a choice of using immediately or freezing	10
Can package amounts to suit individual needs	7
Frozen not available	12
No frozen chicken where I trade	6
Whole frozen chickens not available	4
No frozen parts available	2
You can see what you're buying	8
Prefer my own methods	7
Like to clean my chicken	6
Prefer my own type container/packaging	1
Has better flavor, taste	7
Some stores don't keep things well frozen, often refreeze	3
May thaw out before getting them home	3
Have more confidence in home frozen	2
More juicy/tender	1
Has better quality	1
Better appearance than frozen chicken	1
Miscellaneous	6
Don't know; no answer	<u>8</u>
Total	141
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Number of cases	1,826

Question 40: "What do you do to the chicken before you put it in the freezer?" Asked only of purchasers of broilers or fryers who said they sometimes buy chicken fresh and then freeze it at home.

	Cases	Wash	Clean insides	Cut-up	Wrap	Remove pin- feathers	Other answer	Nothing	Total
	Number	Percent							
UNITED STATES TOTAL	1,826	45	25	22	70	14	13	23	212
<u>Region:</u>									
Northeast	518	53	32	17	85	14	16	10	227
North Central	520	45	23	22	68	14	12	24	208
South	525	44	23	30	63	15	11	27	213
West	263	32	20	19	54	11	13	37	186
<u>Size of place:</u>									
Metropolitan	513	47	30	17	73	12	15	19	213
Urban	768	48	24	23	69	15	13	23	215
Rural	545	39	22	26	67	15	11	25	205
<u>Age of homemaker:</u>									
Under 30 years	382	37	18	20	61	14	11	31	192
30 - 39	470	43	25	20	70	13	12	23	206
40 - 49	402	49	28	21	68	13	11	22	212
50 - 59	274	46	23	24	74	14	16	19	216
60 and over	280	54	32	31	79	17	15	15	243
<u>Family income:</u>									
Lower	425	52	27	29	73	16	16	18	231
Middle	689	45	24	23	68	15	12	23	210
Upper	674	40	24	18	69	12	12	26	201
<u>Education of homemaker:</u>									
None or grammar school	371	46	26	28	71	14	11	20	216
High school	1,116	47	25	21	71	14	13	22	213
College	330	38	22	19	65	15	13	28	200
<u>Number in family:</u>									
1 or 2	597	48	27	24	74	16	16	19	224
3 or 4	692	45	24	22	70	12	13	23	209
5 or more	537	42	24	20	64	14	10	26	200
<u>Status of homemaker:</u>									
Employed	592	48	25	23	69	13	15	23	216
Not employed	1,232	43	25	22	70	15	12	23	210
<u>Frequency of serving broilers or fryers:</u>									
More than once a week	477	52	29	30	73	16	14	18	232
Once a week	747	44	25	20	70	14	13	23	209
2 or 3 times a month	429	41	21	19	68	12	12	25	198
Once a month or less	143	37	23	15	63	17	11	31	197

Question 41: "During the past 12 months, what was the longest time that you kept broilers or fryers in the freezer?" Asked only of purchasers of broilers or fryers who said they sometimes buy chicken fresh and then freeze it at home.

Cases	One week or less	1-2 weeks	3-4 weeks	1-2 months	3-4 months	5-6 months	Over 6 months	Don't know	Total
Number	Percent								
UNITED STATES TOTAL									
Region:									
Northeast	15	25	19	21	11	4	3	2	100
North Central	18	28	21	19	8	2	2	2	100
South	13	24	19	24	10	4	4	2	100
West	14	26	17	20	12	5	3	3	100
Size of place:	16	20	16	24	13	5	3	3	100
Metropolitan	22	28	19	18	7	2	3	1	100
Urban	15	26	20	22	10	3	2	2	100
Rural	9	21	16	24	15	6	5	4	100
Age of homemaker:									
Under 30 years	21	34	16	19	6	2	1	1	100
30 - 39	13	27	16	26	10	3	3	2	100
40 - 49	12	20	22	20	15	4	4	3	100
50 - 59	12	21	21	24	11	4	5	2	100
60 and over	16	24	16	19	12	5	4	4	100
Family income:									
Lower	21	27	16	18	7	5	3	3	100
Middle	16	26	18	22	9	3	4	2	100
Upper	10	24	19	23	14	5	3	2	100
Education of homemaker:									
None or grammar school	19	30	15	17	7	4	5	3	100
High school	15	25	19	22	11	4	2	2	100
College	10	23	19	24	13	6	3	2	100
Number in family:									
1 or 2	17	23	18	20	10	5	4	3	100
3 or 4	14	27	18	22	10	4	3	2	100
5 or more	15	25	18	24	11	3	2	2	100
Status of homemaker:									
Employed	15	24	21	22	9	4	3	2	100
Not employed	15	26	17	22	11	4	3	2	100
Frequency of serving broilers or fryers:									
More than once a week	17	29	16	19	12	3	3	1	100
Once a week	14	25	20	22	10	5	3	1	100
2 or 3 times a month	14	24	19	23	9	4	3	4	100
Once a month or less	15	19	19	23	13	3	5	3	100

Question 42a: "During the past year, what was the largest number of whole broilers or fryers you froze at one time?" Asked only of purchasers of broilers or fryers who said they sometimes buy chicken fresh and then freeze it at home.

	Cases	2 or less	3-6	7-12	13-24	Over 24	None	Don't know or no answer	Total
UNITED STATES TOTAL	1,826	23	34	10	3	1	7	17	100
<u>Region:</u>									
Northeast	518	32	30	6	1	--	10	21	100
North Central	520	27	34	13	3	1	6	16	100
South	525	25	37	12	5	2	4	15	100
West	263	25	38	11	2	1	9	14	100
<u>Size of place:</u>									
Metropolitan	513	35	32	6	--	1	10	16	100
Urban	768	28	35	10	3	1	7	16	100
Rural	545	19	37	15	4	2	5	18	100
<u>Age of homemaker:</u>									
Under 30 years	382	36	27	5	1	2	10	19	100
30 - 39	470	21	37	14	5	1	6	16	100
40 - 49	402	21	40	12	2	1	7	17	100
50 - 59	274	25	40	11	2	1	7	14	100
60 and over	280	37	29	7	3	1	6	17	100
<u>Family income:</u>									
Lower	425	36	32	8	4	1	4	15	100
Middle	689	26	36	11	2	2	7	16	100
Upper	674	23	35	11	3	1	9	18	100
<u>Education of homemaker:</u>									
None or grammar school	371	36	33	8	4	2	3	14	100
High school	1,116	26	35	12	2	1	7	17	100
College	330	24	32	9	3	1	11	20	100
<u>Number in family:</u>									
1 or 2	597	34	31	6	2	--	9	18	100
3 or 4	692	26	36	9	3	1	7	18	100
5 or more	537	23	37	14	5	2	6	13	100
<u>Status of homemaker:</u>									
Employed	592	27	36	9	3	--	8	17	100
Not employed	1,232	28	33	11	3	2	6	17	100
<u>Frequency of serving broilers or fryers:</u>									
More than once a week	477	24	36	15	6	2	3	14	100
Once a week	747	27	36	11	2	2	7	15	100
2 or 3 times a month	429	31	34	6	--	1	8	20	100
Once a month or less	143	30	30	4	2	1	15	18	100

Question 42b: During the past year, what was the largest number of parts of broilers or fryers you froze at one time? Asked only of purchasers of broilers or fryers who said they sometimes buy chicken fresh and then freeze it at home.

	Cases	2 or less	3-6	7-12	13-24	Over 24	None	Other answer	Don't know or no answer	Total
UNITED STATES TOTAL	1,826	3	8	6	3	1	15	1	63	100
<u>Region:</u>										
Northeast	518	7	12	10	4	1	15	2	49	100
North Central	520	3	8	5	4	2	17	--	61	100
South	525	1	4	3	--	2	13	1	76	100
West	263	2	5	5	3	--	19	1	65	100
<u>Size of place:</u>										
Metropolitan	513	5	11	8	5	1	23	2	45	100
Urban	768	4	8	6	2	1	15	1	63	100
Rural	545	1	3	4	2	1	10	1	78	100
<u>Age of homemaker:</u>										
Under 30 years	382	4	9	8	3	1	16	1	58	100
30 - 39	470	3	6	7	4	1	16	1	62	100
40 - 49	402	4	7	4	4	1	14	1	65	100
50 - 59	274	2	8	5	2	2	15	1	65	100
60 and over	280	3	10	4	--	1	17	1	64	100
<u>Family income:</u>										
Lower	425	3	6	4	2	--	16	2	67	100
Middle	689	3	8	7	2	1	16	--	63	100
Upper	674	4	9	5	5	1	16	2	58	100
<u>Education of homemaker:</u>										
None or grammar school	371	2	7	3	1	1	17	1	68	100
High school	1,116	3	8	6	4	1	16	1	61	100
College	330	5	9	6	4	1	13	1	61	100
<u>Number in family:</u>										
1 or 2	597	5	10	4	2	1	16	--	62	100
3 or 4	692	4	8	6	3	1	13	1	64	100
5 or more	537	2	3	7	5	1	19	1	62	100
<u>Status of homemaker:</u>										
Employed	592	3	7	8	3	2	15	2	60	100
Not employed	1,232	4	7	5	3	1	15	1	64	100
<u>Frequency of serving broilers or fryers:</u>										
More than once a week	477	1	5	4	3	1	18	2	66	100
Once a week	747	4	7	7	3	1	15	1	62	100
2 or 3 times a month	429	3	11	6	3	1	15	1	60	100
Once a month or less	143	5	9	7	2	1	13	--	63	100

Question 43a: "About how many whole broilers or fryers do you have in your freezer at the present time?"
 Asked only of purchasers of broilers or fryers who said they sometimes buy chicken fresh and then freeze it at home.

	Cases	2 or less	3-6	7 or more	None	Don't know or no answer	Total
	Number	-----			Percent	-----	
UNITED STATES TOTAL	1,826	24	12	2	44	18	100
<u>Region:</u>							
Northeast	518	21	10	1	50	18	100
North Central	520	24	12	2	44	18	100
South	525	28	12	5	35	20	100
West	263	24	12	4	44	16	100
<u>Size of place:</u>							
Metropolitan	513	20	9	--	58	13	100
Urban	768	26	10	2	43	19	100
Rural	545	27	16	5	31	21	100
<u>Age of homemaker:</u>							
Under 30 years	382	21	7	1	49	22	100
30 - 39	470	26	13	4	39	18	100
40 - 49	402	25	12	2	46	15	100
50 - 59	274	24	15	4	41	16	100
60 and over	280	26	9	2	43	20	100
<u>Family income:</u>							
Lower	425	24	9	4	45	18	100
Middle	689	25	11	3	44	17	100
Upper	674	25	13	2	41	19	100
<u>Education of homemaker:</u>							
None or grammar school	371	25	11	4	44	16	100
High school	1,116	24	12	2	45	17	100
College	330	26	10	2	38	24	100
<u>Number in family:</u>							
1 or 2	597	23	10	1	46	20	100
3 or 4	692	26	12	2	42	18	100
5 or more	537	23	13	5	43	16	100
<u>Status of homemaker:</u>							
Employed	592	26	11	2	43	18	100
Not employed	1,232	24	11	3	44	18	100
<u>Frequency of serving broilers or fryers:</u>							
More than once a week	477	26	14	5	38	17	100
Once a week	747	26	12	3	42	17	100
2 or 3 times a month	429	22	8	--	49	21	100
Once a month or less	143	23	8	1	50	18	100

Question 43b: "About how many parts of broilers or fryers do you have in your freezer at the present time?"
 Asked only of purchasers of broilers or fryers who said they sometimes buy chicken fresh and then freeze it at home.

	Cases	2 or less	3-6	7 or more	None	Don't know, no answer, other	Total
	Number	Percent					
UNITED STATES TOTAL	1,826	3	4	3	34	56	100
<u>Region:</u>							
Northeast	518	5	6	4	45	40	100
North Central	520	3	3	2	35	57	100
South	525	2	4	2	23	69	100
West	263	3	2	1	35	59	100
<u>Size of place:</u>							
Metropolitan	513	4	5	3	53	35	100
Urban	768	3	5	2	31	59	100
Rural	545	2	3	2	22	71	100
<u>Age of homemaker:</u>							
Under 30 years	382	4	4	2	41	49	100
30 - 39	470	2	4	4	34	56	100
40 - 49	402	4	4	2	33	57	100
50 - 59	274	3	4	2	32	59	100
60 and over	280	4	5	1	31	59	100
<u>Family income:</u>							
Lower	425	2	4	2	33	59	100
Middle	689	3	4	2	34	57	100
Upper	674	4	4	4	35	53	100
<u>Education of homemaker:</u>							
None or grammar school	371	3	4	--	34	59	100
High school	1,116	3	4	3	35	55	100
College	330	4	6	3	32	55	100
<u>Number in family:</u>							
1 or 2	597	4	6	1	34	55	100
3 or 4	692	3	4	2	34	57	100
5 or more	537	3	2	4	36	55	100
<u>Status of homemaker:</u>							
Employed	592	3	4	3	36	54	100
Not employed	1,232	3	4	3	34	56	100
<u>Frequency of serving broilers or fryers:</u>							
More than once a week	477	2	4	3	32	59	100
Once a week	747	4	4	3	34	55	100
2 or 3 times a month	429	3	4	2	36	55	100
Once a month or less	143	2	4	2	37	55	100

Question 44: "In which of these ways have you prepared broilers or fryers in the past 12 months?" Asked only of homemakers who said they had served broilers or fryers during the past 12 months.

	Cases	Broiled	Baked or roasted	Fried	Stewed or boiled	Barbecued	All the ways listed	Other	Total
	<u>Number</u>								
UNITED STATES TOTAL	2,586	31	53	75	35	35	12	2	243
<u>Region:</u>									
Northeast	708	43	65	61	36	31	12	2	250
North Central	755	26	58	79	33	37	9	2	244
South	718	27	38	80	40	36	17	1	239
West	405	24	51	82	27	34	11	1	230
<u>Size of place:</u>									
Metropolitan	720	42	62	62	32	32	13	2	245
Urban	1,079	28	52	76	34	37	13	2	242
Rural	787	23	47	84	40	34	10	1	239
<u>Age of homemaker:</u>									
Under 30 years	502	29	51	82	28	48	11	2	251
30 - 39	614	28	53	74	32	42	16	1	246
40 - 49	551	32	54	72	32	37	14	1	242
50 - 59	418	33	56	74	39	30	10	3	245
60 and over	476	30	53	72	45	13	8	2	223
<u>Family income:</u>									
Lower	703	26	49	80	44	24	9	2	234
Middle	930	29	53	77	36	36	12	2	245
Upper	890	36	58	69	28	42	15	2	250
<u>Education of homemaker:</u>									
None or grammar school	572	25	50	80	45	21	8	1	230
High school	1,536	30	55	75	32	39	12	2	245
College	463	38	53	69	32	37	16	2	247
<u>Number in family:</u>									
1 or 2	945	34	54	73	40	24	8	2	235
3 or 4	938	31	54	75	32	39	13	2	246
5 or more	703	26	52	77	32	43	16	1	247
<u>Status of homemaker:</u>									
Employed	851	33	51	73	32	34	14	2	239
Not employed	1,730	29	55	76	36	35	12	2	245
<u>Frequency of serving broilers or fryers:</u>									
More than once a week	625	32	48	69	39	35	21	2	246
Once a week	1,022	34	57	75	34	36	12	2	250
2 or 3 times a month	609	26	56	81	35	35	8	1	242
Once a month or less	278	26	47	75	31	28	3	1	211

Questions 45 and 46: "Which of these ways do you use most often in the winter?" "Which do you use most often in the summer?" Both questions asked only of users who reported that they had prepared broiler-fryers more than one way in the past 12 months (United States).

	Use most often--	
	Winter	Summer
	Percent	
Fried	51	58
Baked or roasted	41	15
Stewed or boiled	19	8
Broiled	13	16
Barbecued	4	30
Other ways	1	1
Not reported	*	*
Total	129	128

Number of cases	2,278	2,278
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* Less than 1 percent.

Question 47: "Would you say that your family eats more broilers or fryers in the winter, more in the summer, or about the same amount the year around?" Asked only of homemakers who said they had served broilers or fryers during the past 12 months.

	Cases	More in winter	More in summer	About same	No opinion	Total
	Number	Percent		Percent		
UNITED STATES TOTAL	2,586	10	12	77	1	100
<u>Region:</u>						
Northeast	708	12	12	75	1	100
North Central	755	13	11	75	1	100
South	718	7	12	80	1	100
West	405	8	12	79	1	100
<u>Size of place:</u>						
Metropolitan	720	11	10	78	1	100
Urban	1,079	10	12	77	1	100
Rural	787	9	13	77	1	100
<u>Age of homemaker:</u>						
Under 30 years	502	13	12	74	1	100
30 - 39	614	11	14	74	1	100
40 - 49	551	10	12	77	1	100
50 - 59	418	11	11	77	1	100
60 and over	476	7	6	86	1	100
<u>Family income:</u>						
Lower	703	9	10	80	1	100
Middle	930	10	12	77	1	100
Upper	890	12	13	74	1	100
<u>Education of homemaker:</u>						
None or grammar school	572	8	11	80	1	100
High school	1,536	10	12	77	1	100
College	463	12	12	75	1	100
<u>Number in family:</u>						
1 or 2	945	10	9	80	1	100
3 or 4	938	11	11	77	1	100
5 or more	703	10	15	74	1	100
<u>Status of homemaker:</u>						
Employed	851	12	11	76	1	100
Not employed	1,730	9	12	78	1	100
<u>Frequency of serving broilers or fryers:</u>						
More than once a week	625	6	12	81	1	100
Once a week	1,022	10	11	78	1	100
2 or 3 times a month	609	14	11	74	1	100
Once a month or less	278	12	15	72	1	100

Question 48a: "Why do you eat more in the summer?" Asked only of homemakers who said their families ate broilers or fryers more often during the summer than in the winter.

	United States total Percent
Good for special occasions	54
Use outside barbecue	38
Nice for picnics	22
Have more company during the summer	5
Nice for holidays	1
Easy to prepare for summer meals	21
More appealing during summer	13
Want them more then	12
Taste better then	1
Make a satisfactory meal with simple additions	1
Good ways of serving in summer	12
Like cold chicken	9
Goes with seasonal vegetables and salads	3
Prefer pork or beef in cold weather, chicken in warm weather	7
Cheaper in the summer	6
Makes a light meal	4
Raise own chickens	4
Fresh and tender then	3
Good chickens in season then	2
Don't mind cooking chicken in the summer	2
We are home more often in summer	2
Have bigger meals in the summer	2
More plentiful during the summer	1
Miscellaneous reasons	3
Don't know; no answer	3
Total	138

Number of cases 302

Question 48b: "Why do you eat more in the winter?" Asked only of homemakers who said their families ate broilers or fryers more often during the winter than in the summer.

	United States total Percent
Don't mind cooking chicken in the winter	38
Have bigger meals in winter	37
More appealing during winter	14
More time for cooking in the winter	8
Home more in the winter	7
Have various ways of serving (i.e., chicken soup)	4
Like for special occasions	2
Easy to prepare for winter meals	2
Miscellaneous reasons	5
Don't know; no answer	3
Total	120

Number of cases 262

Question 49: "In the past 12 months, have you served broilers or fryers on weekdays, on Sundays, or both?"
 Asked only of homemakers who said they had served broilers or fryers during the past 12 months.

	Cases	Weekdays	Sundays	Both	No answer	Total
	Number	Percent	Percent	Percent	Percent	Percent
UNITED STATES TOTAL	2,586	10	6	83	1	100
<u>Region:</u>						
Northeast	708	14	6	79	1	100
North Central	755	7	7	85	1	100
South	718	10	6	83	1	100
West	405	7	9	83	1	100
<u>Size of place:</u>						
Metropolitan	720	12	6	82	--	100
Urban	1,079	10	6	83	1	100
Rural	787	8	7	84	1	100
<u>Age of homemaker:</u>						
Under 30 years	502	17	4	78	1	100
30 - 39	614	10	4	85	1	100
40 - 49	551	9	9	82	--	100
50 - 59	418	6	7	86	1	100
60 and over	476	6	9	84	1	100
<u>Family income:</u>						
Lower	703	7	8	84	1	100
Middle	930	10	6	83	1	100
Upper	890	12	6	82	--	100
<u>Education of homemaker:</u>						
None or grammar school	572	7	8	84	1	100
High school	1,536	11	6	82	1	100
College	463	10	6	84	--	100
<u>Number in family:</u>						
1 or 2	945	10	8	81	1	100
3 or 4	938	10	6	83	1	100
5 or more	703	9	6	85	--	100
<u>Status of homemaker:</u>						
Employed	851	8	8	84	--	100
Not employed	1,730	11	6	82	1	100
<u>Frequency of serving broilers or fryers:</u>						
More than once a week	625	4	2	93	1	100
Once a week	1,022	10	6	83	1	100
2 or 3 times a month	609	13	7	79	1	100
Once a month or less	278	14	17	68	1	100

Question 50: "Have you served them oftener for weekdays or Sundays?" Asked only of users who had served broilers or fryers on both weekdays and Sundays during the past 12 months.

	Cases	Weekdays	Sundays	Both same	No answer	Total
	<u>Number</u>	<u>Percent</u>				
UNITED STATES TOTAL	2,141	37	24	37	2	100
<u>Region:</u>						
Northeast	562	35	22	42	1	100
North Central	641	36	26	36	2	100
South	599	39	22	36	3	100
West	339	37	30	30	3	100
<u>Size of place:</u>						
Metropolitan	588	37	18	42	3	100
Urban	894	37	28	34	1	100
Rural	659	36	26	36	2	100
<u>Age of homemaker:</u>						
Under 30 years	393	48	22	28	2	100
30 - 39	522	44	21	34	1	100
40 - 49	451	36	26	37	1	100
50 - 59	360	31	26	40	3	100
60 and over	398	24	28	46	2	100
<u>Family income:</u>						
Lower	589	27	28	43	2	100
Middle	780	38	24	36	2	100
Upper	723	44	22	32	2	100
<u>Education of homemaker:</u>						
None or grammar school	482	29	26	43	2	100
High school	1,260	38	25	35	2	100
College	386	44	21	32	3	100
<u>Number in family:</u>						
1 or 2	766	28	27	43	2	100
3 or 4	780	41	22	35	2	100
5 or more	595	42	25	31	2	100
<u>Status of homemaker:</u>						
Employed	714	35	27	36	2	100
Not employed	1,424	38	23	37	2	100
<u>Frequency of serving broilers or fryers:</u>						
More than once a week	586	40	16	42	2	100
Once a week	855	37	25	36	2	100
2 or 3 times a month	483	35	32	31	2	100
Once a month or less	189	28	29	40	3	100

Question 51: "In the last 12 months, have you cooked any broilers or fryers outdoors?" Asked only of homemakers who said they had served broilers or fryers during the past 12 months.

	Cases	Yes	No	Don't recall	Total
	<u>Number</u>	<u>Percent</u>			
UNITED STATES TOTAL	2,586	35	64	1	100
<u>Region:</u>					
Northeast	708	36	63	1	100
North Central	755	39	60	1	100
South	718	31	68	1	100
West	405	36	63	1	100
<u>Size of place:</u>					
Metropolitan	720	38	61	1	100
Urban	1,079	36	63	1	100
Rural	787	32	67	1	100
<u>Age of homemaker:</u>					
Under 30 years	502	43	57	--	100
30 - 39	614	48	51	1	100
40 - 49	551	40	59	1	100
50 - 59	418	29	71	--	100
60 and over	476	12	87	1	100
<u>Family income:</u>					
Lower	703	19	80	1	100
Middle	930	37	62	1	100
Upper	890	48	51	1	100
<u>Education of homemaker:</u>					
None or grammar school	572	17	82	1	100
High school	1,536	40	59	1	100
College	463	43	56	1	100
<u>Number in family:</u>					
1 or 2	945	23	76	1	100
3 or 4	938	40	59	1	100
5 or more	703	45	54	1	100
<u>Status of homemaker:</u>					
Employed	851	35	64	1	100
Not employed	1,730	36	63	1	100
<u>Frequency of serving broilers or fryers:</u>					
More than once a week	625	38	62	1	100
Once a week	1,022	37	62	1	100
2 or 3 times a month	609	34	65	1	100
Once a month or less	278	28	71	1	100

Question 52: "Have you tried a new or different recipe or way of preparing broiler-fryers in the past 12 months, or not?" Asked only of homemakers who said they had served broilers or fryers during the past 12 months.

	Cases	Yes	No	Total
	<u>Number</u>	<u>Percent</u>	<u>Percent</u>	
UNITED STATES TOTAL	2,586	24	76	100
<u>Region:</u>				
Northeast	708	25	75	100
North Central	755	27	73	100
South	718	20	80	100
West	405	25	75	100
<u>Size of place:</u>				
Metropolitan	720	28	72	100
Urban	1,079	23	77	100
Rural	787	22	78	100
<u>Age of homemaker:</u>				
Under 30 years	502	34	66	100
30 - 39	614	28	72	100
40 - 49	551	25	75	100
50 - 59	418	22	78	100
60 and over	476	10	90	100
<u>Family income:</u>				
Lower	703	13	87	100
Middle	930	23	77	100
Upper	890	35	65	100
<u>Education of homemaker:</u>				
None or grammar school	572	8	92	100
High school	1,536	26	74	100
College	463	38	62	100
<u>Number in family:</u>				
1 or 2	945	18	82	100
3 or 4	938	27	73	100
5 or more	703	29	71	100
<u>Status of homemaker:</u>				
Employed	851	24	76	100
Not employed	1,730	24	76	100
<u>Frequency of serving broilers or fryers:</u>				
More than once a week	625	21	79	100
Once a week	1,022	27	73	100
2 or 3 times a month	609	27	73	100
Once a month or less	278	17	83	100

Question 53: "How did you happen to learn about the last one you tried?" Asked only of homemakers who said they had served broilers or fryers with a new or different recipe or way of preparing in the past 12 months.

	United States total
	<u>Percent</u>
From a relative or friend	28
Was served the new recipe at a meal	17
From a magazine	16
Found a recipe in a cookbook	12
Made up my own recipe	8
From a newspaper	7
Recipe was on a food package	5
From miscellaneous recipes	4
From television	2
Miscellaneous sources	4
Don't know, no answer	<u>1</u>
Total	104
Number of cases	625

Question 54: "What made you decide to try it?" Asked only of homemakers who said they had served broilers or fryers prepared by a new or different recipe or method in the past 12 months.

	United States total
	<u>Percent</u>
Like to try new things; a change, something different	40
It looked good, sounded good	29
It tasted good, we liked it (actual experience)	15
Ingredients appealed to me	14
Recommended by friends, family	12
Easy to cook, faster	8
Try to please family	2
For health reasons	2
Thought a tested recipe would be reliable	*
Miscellaneous reasons	3
Don't know, no answer	<u>2</u>
Total	127
Number of cases	625

* Less than 1 percent.

Question 55: "Which of these poultry products have you bought in the last 12 months?"

	Cases	Frozen chicken pot pies	Frozen chicken dinners	Vacuum packed sliced chicken	Canned boneless chicken	Canned whole chicken	Barbecued chicken	Frozen turkey pot pies	Frozen turkey dinners	Boneless turkey roll or formed	Vacuum packed sliced turkey	Turkey parts	None	Total
UNITED STATES TOTAL														
	2,663	44	28	4	12	7	18	31	22	8	3	6	34	217
Region:														
Northeast	746	38	26	3	12	5	19	26	22	11	5	7	37	211
North Central	770	45	31	3	13	9	12	33	23	7	2	6	34	218
South	731	45	23	5	10	6	22	31	19	4	5	4	37	211
West	416	49	36	3	12	12	25	36	27	7	3	8	25	243
Size of place:														
Metropolitan	744	40	27	3	14	7	17	26	22	11	3	8	36	214
Urban	1,109	48	29	4	12	7	21	35	23	7	4	6	31	227
Rural	810	41	27	4	10	8	16	30	21	4	3	4	37	205
Age of homemaker:														
Under 30 years	502	53	35	5	11	6	21	39	28	7	4	5	24	238
30 - 39	614	52	30	4	13	8	22	38	23	8	5	6	27	236
40 - 49	551	50	31	3	16	10	22	36	24	11	4	8	26	241
50 - 59	418	36	27	3	11	10	16	23	22	6	3	7	39	203
60 and over	476	27	18	2	8	4	11	17	14	4	2	4	54	165
Family income:														
Lower	743	31	22	3	6	6	13	22	16	2	1	6	50	178
Middle	950	47	30	4	13	8	18	35	24	7	4	5	31	226
Upper	907	51	32	4	15	8	23	35	26	12	4	7	24	241
Education of homemaker:														
None or grammar school	601	23	17	3	4	5	9	16	13	2	1	6	58	157
High school	1,571	48	31	4	11	8	21	35	24	8	3	6	29	228
College	475	56	32	5	22	10	23	38	29	12	6	6	21	260
Number in family:														
1 or 2	945	35	24	4	11	6	16	22	20	6	3	6	42	195
3 or 4	938	50	33	4	12	7	20	36	26	7	3	6	28	232
5 or more	703	51	28	3	13	10	20	38	21	10	5	7	27	233
Status of homemaker:														
Employed	876	47	30	4	12	9	20	33	24	8	5	6	31	229
Not employed	1,782	42	27	4	11	7	17	30	21	7	3	6	36	211
Frequency of serving														
Broilers or fryers:														
More than once a week	625	43	27	4	11	8	23	30	20	8	4	8	35	221
Once a week	1,022	45	30	4	13	8	18	31	23	8	4	6	32	222
2 or 3 times a month	609	47	29	4	12	7	16	35	24	8	2	6	32	222
Once a month or less	278	44	23	2	10	7	16	30	20	5	4	4	37	202

Question 56: "Which of the others on the list have you seen in the store where you usually shop?"

	Cases	All of them	Frozen chicken pot pies	Frozen chicken dinners	Vacuum packed sliced chicken	Canned boneless chicken	Canned whole chicken	Barbecued chicken	Frozen turkey pies	Frozen turkey dinners	Boneless turkey roll or formed	Vacuum packed sliced turkey	Turkey parts	None	Total
UNITED STATES TOTAL															
	2,663	19	70	68	18	45	43	44	62	62	23	13	23	5	495
Region:															
Northeast	746	24	63	64	19	42	40	40	54	59	29	16	22	6	478
North Central	770	17	75	74	17	50	51	40	68	68	26	9	25	3	523
South	731	15	72	65	18	38	36	47	60	58	14	13	16	9	461
West	416	23	71	72	20	52	49	50	66	67	23	12	31	2	538
Size of place:															
Metropolitan	744	25	65	66	18	42	38	39	57	60	31	12	27	4	484
Urban	1,109	15	76	73	20	51	47	51	67	67	23	14	24	5	533
Rural	810	20	67	64	16	39	42	38	58	59	17	11	17	7	455
Age of homemaker:															
Under 30 years	502	15	78	77	23	45	44	51	73	72	23	18	28	3	550
30 - 39	614	23	71	69	18	48	45	44	65	64	25	12	22	3	509
40 - 49	551	21	69	68	18	51	47	44	60	63	27	14	24	4	510
50 - 59	418	21	70	68	17	46	46	44	59	61	26	10	22	4	494
60 and over	476	16	64	61	14	34	35	35	52	53	15	8	17	13	417
Family income:															
Lower	743	18	64	60	14	33	34	35	53	53	14	9	21	11	419
Middle	950	16	75	74	19	48	47	46	67	67	23	14	23	3	522
Upper	907	24	69	69	20	51	47	48	64	65	31	14	24	2	528
Education of homemaker:															
None or grammar school	601	16	61	59	12	28	31	32	48	50	10	6	17	14	384
High school	1,571	20	72	71	19	47	46	46	65	66	26	14	24	3	519
College	475	21	75	72	21	59	50	51	68	68	30	17	24	1	557
Number in family:															
1 or 2	945	19	68	66	17	42	40	41	57	59	22	11	21	7	470
3 or 4	938	20	72	71	19	46	43	46	65	65	24	14	22	4	511
5 or more	703	21	71	69	18	48	49	43	65	64	23	13	25	4	513
Status of homemaker:															
Employed	876	21	71	68	19	48	45	44	61	61	23	13	21	5	500
Not employed	1,782	18	70	69	18	43	43	43	62	63	23	12	24	6	494
Frequency of serving															
broilers or fryers:															
More than once a week	625	23	66	63	17	39	38	45	57	56	18	13	23	6	464
Once a week	1,022	20	70	69	19	46	45	43	62	63	26	13	23	5	504
2 or 3 times a month	609	15	76	75	17	50	48	45	68	67	28	11	24	4	528
Once a month or less	278	19	69	66	17	44	44	40	60	64	16	13	17	5	474

Question 57: "Are there any poultry products that are not now available that you would like to be able to buy? What?" Asked of all homemakers.

	United States total
	Percent
No, none	92
Yes <u>1</u> /	6
Don't know; no answer	<u>2</u>
Total	100
Number of cases	2,663

1/ Includes such mentions as duck; guinea hens; cornish hens; geese; squab; pheasant; and chicken parts such as hearts, livers, gizzards, pulley bones, and so forth.

Question 58: "About how many times have you served turkey during the past 12 months?" Data reported only for homemakers who said they **had** served turkey during the past 12 months.

	Cases	Once a month or oftener	6-11 times a year	4-5 times a year	1-3 times a year	Served in past 12 months but don't know how often	Total
	Number	Percent					
UNITED STATES TOTAL	2,022	3	9	12	74	2	100
Region:							
Northeast	599	5	12	14	68	1	100
North Central	584	2	8	13	76	1	100
South	497	2	6	10	78	4	100
West	342	4	7	13	73	3	100
Size of place:							
Metropolitan	594	4	10	14	71	1	100
Urban	840	3	9	12	74	2	100
Rural	588	3	7	11	77	2	100
Age of homemaker:							
Under 30 years	338	3	6	6	83	2	100
30 - 39	524	3	8	15	73	1	100
40 - 49	479	2	12	15	69	2	100
50 - 59	348	3	10	13	73	1	100
60 and over	286	6	5	11	74	4	100
Family income:							
Lower	446	4	3	9	82	2	100
Middle	743	3	7	14	74	2	100
Upper	792	3	13	14	68	2	100
Education of homemaker:							
None or grammar school	374	3	5	10	79	3	100
High school	1,265	3	8	13	74	2	100
College	374	4	14	15	65	2	100
Number in family:							
1 or 2	615	5	6	11	76	2	100
3 or 4	763	2	10	12	74	2	100
5 or more	615	2	10	15	72	1	100
Status of homemaker:							
Employed	680	4	10	12	72	2	100
Not employed	1,341	3	8	12	75	2	100

Summary of question 58: Use of turkey during the year prior to interviewing

	Cases	Have served during past 12 months	Have not served during past 12 months	Total
	<u>Number</u>	-----	<u>Percent</u>	-----
UNITED STATES TOTAL	2,663	76	24	100
<u>Region:</u>				
Northeast	746	80	20	100
North Central	770	76	24	100
South	731	68	32	100
West	416	82	18	100
<u>Size of place:</u>				
Metropolitan	744	80	20	100
Urban	1,109	76	24	100
Rural	810	73	27	100
<u>Age of homemaker:</u>				
Under 30 years	502	67	33	100
30 - 39	614	85	15	100
40 - 49	551	87	13	100
50 - 59	418	83	17	100
60 and over	476	60	40	100
<u>Family income:</u>				
Lower	743	60	40	100
Middle	950	78	22	100
Upper	907	87	13	100
<u>Education of homemaker:</u>				
None or grammar school	601	62	38	100
High school	1,571	81	19	100
College	475	79	21	100
<u>Number in family:</u>				
1 or 2	945	65	35	100
3 or 4	938	81	19	100
5 or more	703	87	13	100
<u>Status of homemaker:</u>				
Employed	876	78	22	100
Not employed	1,782	75	25	100

Question 59: "What are the reasons you serve turkey?" Asked only of home-makers who said they had served turkey during the past 12 months.

	United States total
	<u>Percent</u>
For special occasions	79
Traditional for Christmas and Thanksgiving	44
Party or guest meal (no reason given)	23
Holiday meals (unspecified)	20
Makes festive meal	14
Like trimmings	4
Other specific holidays	3
Because of size	29
Serves many people	19
Plenty of leftovers	12
Plenty of meat	1
Plenty of white meat	1
Just like turkey	21
Inexpensive to buy	12
For variety in meals	11
For specific characteristics of meat	6
Good flavor	6
Has dark meat, has moist meat	1
For convenience	6
Easy to prepare	5
Easy to serve, carves easily	1
Get as gifts	4
Like turkey parts	2
Can be used/served in many different ways	1
Miscellaneous reasons	2
Don't know; no answer	<u>1</u>
Total	174
Number of cases	2,022

Question 60: "How does it happen that you haven't served turkey during the past 12 months?" Asked only of homemakers who said they had not served turkey during the past 12 months.

	United States total
	<u>Percent</u>
Size	38
Too large for our family	36
Get tired of leftovers	5
Too wasteful	2
Lack of storage space	1
General disapproval	29
Don't like turkey (unspecified)	20
Prefer chicken	9
Prefer other meats	3
Special occasions	24
Go out for holiday meals	20
Do very little entertaining	4
Usually serve only on holidays	1
Inconvenience	16
Too much trouble to prepare	7
Don't know how to cook turkey	6
Don't have time to prepare	2
Cooking process too long	1
Poor facilities for cooking	1
Specific characteristics of meat	14
Meat is too dry	13
Meat is tough	1
Too expensive	9
Eat turkey out	5
Dislike taste	4
Do very little cooking	2
Mother always cooks turkey (no mention of holidays)	2
Had no occasion to serve	2
Available	1
Never think of it, not in the habit	1
Don't raise turkey	1
Only serve when get as gift	1
Go out for most meals	1
We get tired of it	1
Don't eat meat	1
On restricted diet	1
Miscellaneous	<u>1/7</u>
Don't know; no answer	<u>1</u>
Total	161
Number of cases	641

1/ No reason mentioned by as many as 1 percent. Includes such statements as: "Have only cooked turkey once in my life," "Our food customs are different," "Haven't been in the United States very long," and so forth.

Question 61: "Aside from holidays and special occasions have you served turkey for any regular meals during the last 12 months?" Asked only of homemakers who said they had served turkey during the past 12 months.

	Cases	Yes	No	Can't recall	Total
	<u>Number</u>			<u>Percent</u>	
UNITED STATES TOTAL	2,022	36	63	1	100
<u>Region:</u>					
Northeast	599	40	58	2	100
North Central	584	34	65	1	100
South	497	30	70	--	100
West	342	40	59	1	100
<u>Size of place:</u>					
Metropolitan	594	37	62	1	100
Urban	840	36	63	1	100
Rural	588	34	65	1	100
<u>Age of homemaker:</u>					
Under 30 years	338	32	68	--	100
30 - 39	524	39	59	2	100
40 - 49	479	40	60	--	100
50 - 59	348	36	63	1	100
60 and over	286	27	72	1	100
<u>Family income:</u>					
Lower	446	27	72	1	100
Middle	743	35	64	1	100
Upper	792	41	58	1	100
<u>Education of homemaker:</u>					
None or grammar school	374	29	70	1	100
High school	1,265	35	64	1	100
College	374	45	55	--	100
<u>Number in family:</u>					
1 or 2	615	30	69	1	100
3 or 4	763	36	63	1	100
5 or more	615	40	60	--	100
<u>Status of homemaker:</u>					
Employed	680	38	61	1	100
Not employed	1,341	34	65	1	100

Question 62: "Do you sometimes serve turkey during the summer?" Asked only of homemakers who said they had served turkey during the past 12 months.

	Cases	Yes	No, no answer	Total
	<u>Number</u>	-----	<u>Percent</u>	-----
UNITED STATES TOTAL	2,022	32	68	100
<u>Region:</u>				
Northeast	599	35	65	100
North Central	584	26	74	100
South	497	27	73	100
West	342	43	57	100
<u>Size of place:</u>				
Metropolitan	594	34	66	100
Urban	840	32	68	100
Rural	588	29	71	100
<u>Age of homemaker:</u>				
Under 30 years	338	26	74	100
30 - 39	524	31	69	100
40 - 49	479	38	62	100
50 - 59	348	34	66	100
60 and over	286	28	72	100
<u>Family income:</u>				
Lower	446	28	72	100
Middle	743	29	71	100
Upper	792	37	63	100
<u>Education of homemaker:</u>				
None or grammar school	374	23	72	100
High school	1,265	32	68	100
College	374	35	65	100
<u>Number in family:</u>				
1 or 2	615	31	69	100
3 or 4	763	32	68	100
5 or more	615	33	67	100
<u>Status of homemaker:</u>				
Employed	680	33	67	100
Not employed	1,341	31	69	100

Question 63: "Did you serve turkey last summer?" Asked only of turkey users who said they sometimes served turkey during the summer.

	Cases	Yes	No	Don't know	Total
	<u>Number</u>	-----	<u>Percent</u>	-----	
UNITED STATES TOTAL	646	81	13	6	100
<u>Region:</u>					
Northeast	212	80	14	6	100
North Central	150	83	13	4	100
South	136	83	13	4	100
West	148	78	14	8	100
<u>Size of place:</u>					
Metropolitan	202	79	13	8	100
Urban	273	81	14	5	100
Rural	171	83	13	4	100
<u>Age of homemaker:</u>					
Under 30 years	89	79	14	7	100
30 - 39	163	79	17	4	100
40 - 49	180	80	14	6	100
50 - 59	118	86	10	4	100
60 and over	79	85	7	8	100
<u>Family income:</u>					
Lower	123	79	13	8	100
Middle	219	85	11	4	100
Upper	293	80	15	5	100
<u>Education of homemaker:</u>					
None or grammar school	106	83	9	8	100
High school	405	81	13	6	100
College	131	82	16	2	100
<u>Number in family:</u>					
1 or 2	190	83	12	5	100
3 or 4	247	78	16	6	100
5 or more	201	83	12	5	100
<u>Status of homemaker:</u>					
Employed	225	80	13	7	100
Not employed	421	82	13	5	100

Question 64: "Why don't you serve turkey during the summer?" Asked only of turkey users who said they had not served turkey during the summer.

	United States total
	<u>Percent</u>
Too big for my family	22
Too hot to have oven going in summer	20
Too much work to prepare	19
Not a seasonal summer meal	16
Don't care for turkey	16
Takes too long to roast a turkey	14
Only serve turkey on holdiays	12
Prefer chicken or fresh meats	8
Too expensive	6
Leftovers are a problem, more perishable in summer	6
Meat too dry	4
No special occasions in the summer	4
Never think of turkey during the summer	3
Too heavy to eat in the summer	2
Not always available	2
Hard to find fresh turkey--don't like frozen turkey	1
Home very little in the summer	1
Lack refrigerator space	1
Tire of turkey too quickly	1
Miscellaneous reasons	4
Don't know; no answer	<u>5</u>
Total	167
Number of cases	1,371

Question 65: "Are you serving turkey more often than you did four or five years ago, less often, or about the same?" Asked only of homemakers who said they had served turkey during the past 12 months.

	Cases	More often	Less often	About same	Don't know	Total
	<u>Number</u>	<u>Percent</u>				
UNITED STATES TOTAL	2,022	23	7	69	1	100
<u>Region:</u>						
Northeast	599	24	6	69	1	100
North Central	584	25	6	68	1	100
South	497	20	7	71	2	100
West	342	27	8	64	1	100
<u>Size of place:</u>						
Metropolitan	594	22	8	69	1	100
Urban	840	25	7	67	1	100
Rural	588	22	6	70	2	100
<u>Age of homemaker:</u>						
Under 30 years	338	30	5	61	4	100
30 - 39	524	27	3	69	1	100
40 - 49	479	25	5	69	1	100
50 - 59	348	22	9	69	--	100
60 and over	286	9	16	75	--	100
<u>Family income:</u>						
Lower	446	16	10	73	1	100
Middle	743	25	5	68	2	100
Upper	792	27	6	66	1	100
<u>Education of homemaker:</u>						
None or grammar school	374	16	7	75	2	100
High school	1,265	24	6	69	1	100
College	374	29	9	59	3	100
<u>Number in family:</u>						
1 or 2	615	18	14	66	2	100
3 or 4	763	24	4	70	2	100
5 or more	615	28	4	67	1	100
<u>Status of homemaker:</u>						
Employed	680	23	6	69	2	100
Not employed	1,341	24	7	68	1	100

Question 66a: "How come you are serving turkey more often than you did four or five years ago?" Asked only of users who said they serve turkey more often than they did four or five years ago.

	United States total
	<u>Percent</u>
Price and economy	35
More economical	28
Last longer, get more out of turkey	7
Can afford them now	3
Marketing and processing	34
More plentiful	14
Easier to get the size turkey you want	13
Use of other than whole turkey--pies, TV dinners, canned, sliced, vacuum packed, roll	4
Turkeys are better than they used to be	3
Convenient to buy, already cleaned and cut up	3
Frozen turkeys are now available	1
Family composition	27
Have a larger family	11
Married recently	8
Children are older and eat more	8
Special occasions	13
Turkey makes a nice meal for social occasions	6
Have more company now	5
Nice for festive meals, celebrations, holidays	4
Change in cooking habits or facilities	12
Can cook better today	4
Do more cooking today	3
Have freezing space now	2
Learned how to cook more ways	1
Own home now, better place to cook	1
Better equipment to cook with	1
Just like turkey (unspecified)	8
Eating habits	7
Family likes them better now	4
Serve for variety	2
On restricted diet, can eat turkey	2
Easy to prepare	4
Not just a special or festive meal any more	2
Raise our own turkeys	1
Miscellaneous reasons	5
Don't know; no answer	<u>1</u>
Total	149

Number of cases

473

Question 66b: "How come you are serving turkey less often than you did four or five years ago?" Asked only of users who said they serve turkey less often than they did four or five years ago.

	United States total
	<u>Percent</u>
Family smaller now	53
Family cares less for turkey now	15
Do less cooking	10
Have less company	9
Takes too long to prepare turkey	6
Turkey too big	5
No longer raise turkeys	4
Have less money to spend on food	3
On restricted diet	3
Turkey not always available	3
Prefer chicken to turkey	3
Chicken is less expensive	2
Turkey too expensive	1
Turkeys are not as good now	1
Miscellaneous reasons	3
Don't know; no answer	<u>5</u>
Total	127
Number of cases	140

Question 67: "Do you usually buy fresh turkey or frozen turkey?" Asked only of homemakers who said they had served turkey during the past 12 months.

	Cases	Fresh turkey	Frozen turkey	Both	Don't buy turkeys, no answer	Total
	<u>Number</u>	<u>Percent</u>				
UNITED STATES TOTAL	2,022	41	47	9	3	100
<u>Region:</u>						
Northeast	599	45	42	10	3	100
North Central	584	41	48	8	3	100
South	497	32	58	6	4	100
West	342	48	36	14	2	100
<u>Size of place:</u>						
Metropolitan	594	45	41	12	2	100
Urban	840	41	47	10	2	100
Rural	588	38	52	6	4	100
<u>Age of homemaker:</u>						
Under 30 years	338	39	52	6	3	100
30 - 39	524	35	52	11	2	100
40 - 49	479	38	48	11	3	100
50 - 59	348	46	42	10	2	100
60 and over	286	53	35	7	5	100
<u>Family income:</u>						
Lower	446	47	42	6	5	100
Middle	743	43	46	8	3	100
Upper	792	37	49	12	2	100
<u>Education of homemaker:</u>						
None or grammar school	374	46	41	7	6	100
High school	1,265	41	48	9	2	100
College	374	35	50	12	3	100
<u>Number in family:</u>						
1 or 2	615	49	39	9	3	100
3 or 4	763	40	46	11	3	100
5 or more	615	35	54	8	3	100
<u>Status of homemaker:</u>						
Employed	680	42	47	8	3	100
Not employed	1,341	40	47	10	3	100

Question 68a: "Are fresh turkeys usually available or not?" Asked only of homemakers who said they usually bought frozen turkey.

	Cases	Yes, available	No, not available	Don't know	Total
	<u>Number</u>	-----	<u>Percent</u>	-----	
UNITED STATES TOTAL	943	42	47	11	100
<u>Region:</u>					
Northeast	253	40	51	9	100
North Central	280	47	44	9	100
South	284	31	55	14	100
West	126	57	34	9	100
<u>Size of place:</u>					
Metropolitan	240	58	36	6	100
Urban	395	35	53	12	100
Rural	308	38	50	12	100
<u>Age of homemaker:</u>					
Under 30 years	175	46	43	11	100
30 - 39	276	39	51	10	100
40 - 49	228	39	50	11	100
50 - 59	147	39	48	13	100
60 and over	99	51	41	8	100
<u>Family income:</u>					
Lower	186	41	48	11	100
Middle	344	39	48	13	100
Upper	390	45	47	8	100
<u>Education of homemaker:</u>					
None or grammar school	156	41	47	12	100
High school	601	41	48	11	100
College	185	45	47	8	100
<u>Number in family:</u>					
1 or 2	241	48	41	11	100
3 or 4	358	38	50	12	100
5 or more	337	41	50	9	100
<u>Status of homemaker:</u>					
Employed	313	41	50	9	100
Not employed	630	42	47	11	100

Question 68b: "Are frozen turkeys usually available or not?" Asked only of homemakers who said they usually bought fresh turkey.

	Cases	Yes, available	No, not available	Don't know	Total
	Number	Percent	Percent	Percent	
UNITED STATES TOTAL	832	87	7	6	100
<u>Region:</u>					
Northeast	271	84	8	8	100
North Central	237	89	5	6	100
South	161	85	8	7	100
West	163	92	6	2	100
<u>Size of place:</u>					
Metropolitan	268	85	9	6	100
Urban	343	88	7	5	100
Rural	221	88	6	6	100
<u>Age of homemaker:</u>					
Under 30 years	133	79	13	8	100
30 - 39	181	88	6	6	100
40 - 49	183	90	7	3	100
50 - 59	159	87	5	8	100
60 and over	153	91	4	5	100
<u>Family income:</u>					
Lower	209	87	4	9	100
Middle	316	88	8	4	100
Upper	292	86	9	5	100
<u>Education of homemaker:</u>					
None or grammar school	171	87	3	10	100
High school	523	87	8	5	100
College	132	89	6	5	100
<u>Number in family:</u>					
1 or 2	299	88	5	7	100
3 or 4	302	87	8	5	100
5 or more	213	88	7	5	100
<u>Status of homemaker:</u>					
Employed	289	86	8	6	100
Not employed	542	88	6	6	100

Question 69: "Which do you prefer--fresh turkey or frozen turkey?" Asked only of homemakers who said they had served turkey during the past 12 months.

	Cases	Fresh turkey	Frozen turkey	Other answer	No preference, no answer	Total
	<u>Number</u>	<u>Percent</u>				
UNITED STATES TOTAL	2,022	60	19	1	20	100
<u>Region:</u>						
Northeast	599	63	19	1	17	100
North Central	584	57	19	2	22	100
South	497	56	21	1	22	100
West	342	68	15	1	16	100
<u>Size of place:</u>						
Metropolitan	594	64	18	1	17	100
Urban	840	60	19	2	19	100
Rural	588	57	19	2	22	100
<u>Age of homemaker:</u>						
Under 30 years	338	56	22	2	20	100
30 - 39	524	55	22	1	22	100
40 - 49	479	61	18	1	20	100
50 - 59	348	62	19	1	18	100
60 and over	286	72	11	1	16	100
<u>Family income:</u>						
Lower	446	65	15	3	17	100
Middle	743	59	19	1	21	100
Upper	792	60	19	1	20	100
<u>Education of homemaker:</u>						
None or grammar school	374	67	13	--	20	100
High school	1,265	60	20	1	19	100
College	374	57	21	--	22	100
<u>Number in family:</u>						
1 or 2	615	66	15	2	17	100
3 or 4	763	62	18	1	19	100
5 or more	615	53	22	1	24	100
<u>Status of homemaker:</u>						
Employed	680	61	18	1	20	100
Not employed	1,341	60	19	1	20	100

Question 70a: "Why do you prefer fresh turkey?" Asked only of users who said they preferred fresh turkey.

	United States total <u>Percent</u>
Better taste and flavor	42
Know it's fresh, can't be sure how long one is frozen	26
Takes too long to thaw a frozen turkey	20
Juicier meat, meat not dry	10
Can tell what I'm getting, easier to examine bird	7
Just a habit, always buy fresh	6
Easier to prepare and cook	6
Fresh turkeys are always available	4
Don't like any frozen foods	3
Better color, better appearance	3
More tender	3
More nutritious than frozen turkey	1
Fresh turkeys cost less than frozen ones	1
Frozen turkey meat is soft, fresh meat is firm and solid	1
No place to store frozen turkey, don't have a freezer	1
Fresh keeps better	1
Fresh turkey is better	1
Prefer fresh but unavailable	1
Dislike freezer burns	1
Local, know where they came from/how raised	1
Odor unpleasant when frozen	1
Miscellaneous reasons	<u>1/8</u>
Don't know; no answer; no opinion	<u>2</u>
Total	150

Number of cases	1,222
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1/ No reason mentioned by as many as 1 percent. Includes such statements as: "Prefer to kill and dress my own," "Easier to get the right size," "Dislike freezer burns," and so forth.

Question 70b: "Why do you prefer frozen turkey?" Asked only of users who said they preferred frozen turkey.

	United States total
	<u>Percent</u>
Sell only frozen turkeys where I shop	25
Can keep it until I want to serve it	23
It's all cleaned and ready for the oven	17
Always buy frozen; just a habit	12
Easier to prepare and cook	9
Have always been satisfied with the ones I've bought	8
Juicier meat, more tender	6
"Fresher" when it's frozen; freezing seals in freshness	6
Like the taste of frozen turkey	5
More convenient to buy, easier to select a nice one	3
Can usually get the size I want	3
Frozen turkeys cost less than fresh ones	3
Fewer pinfeathers on frozen turkeys	3
Frozen turkeys look better, seem to be in better condition	2
Buy on sale/ buy when cheap	2
More meat on a frozen turkey	1
Miscellaneous reasons	<u>1/13</u>
Don't know; no opinion; no answer	<u>3</u>
Total	144
	<hr/>
Number of cases	380

1/ No reason mentioned by as many as 1 percent. Includes such statements as: "Not familiar with local fresh turkeys," "My butcher recommends frozen turkey," "Gives dressing a better flavor," "Belong to a food freezer plan," and so forth.

Question 71: "Do you usually buy (use) hen turkeys or tom turkeys?" Asked only of homemakers who said they had served turkey during the past 12 months.

	Cases	Hen turkeys	Tom turkeys	Both	Don't know difference	No answer	Total
	Number	-----			Percent	-----	
UNITED STATES TOTAL	2,022	51	22	11	15	1	100
<u>Region:</u>							
Northeast	599	42	22	12	24	--	100
North Central	584	46	28	10	15	1	100
South	497	65	15	8	11	1	100
West	342	54	23	15	8	--	100
<u>Size of place:</u>							
Metropolitan	594	47	23	11	18	1	100
Urban	840	56	19	11	13	1	100
Rural	588	48	25	11	15	1	100
<u>Age of homemaker:</u>							
Under 30 years	338	36	29	9	25	1	100
30 - 39	524	49	22	12	16	1	100
40 - 49	479	56	21	11	12	--	100
50 - 59	348	57	20	10	12	1	100
60 and over	286	59	15	13	13	--	100
<u>Family income:</u>							
Lower	446	52	19	9	19	1	100
Middle	743	48	24	11	16	1	100
Upper	792	53	22	12	12	1	100
<u>Education of homemaker:</u>							
None or grammar school	374	50	18	12	19	1	100
High school	1,265	50	24	10	16	--	100
College	374	56	19	12	12	1	100
<u>Number in family:</u>							
1 or 2	615	55	18	13	13	1	100
3 or 4	763	52	22	9	16	1	100
5 or more	615	46	26	11	16	1	100
<u>Status of homemaker:</u>							
Employed	680	52	24	11	12	1	100
Not employed	1,341	50	21	11	17	1	100

Question 72a: "Are hen turkeys usually available or not?" Asked only of homemakers who said they usually served tom turkeys.

	Cases	Yes, available	No, not available	Don't know	Total
	Number	Percent			
UNITED STATES TOTAL	442	86	3	11	100
<u>Region:</u>					
Northeast	129	76	3	21	100
North Central	160	91	2	7	100
South	74	86	2	12	100
West	79	92	4	4	100
<u>Size of place:</u>					
Metropolitan	136	83	4	13	100
Urban	161	88	3	9	100
Rural	145	86	2	12	100
<u>Age of homemaker:</u>					
Under 30 years	99	87	4	9	100
30 - 39	116	88	3	9	100
40 - 49	105	80	4	16	100
50 - 59	72	89	1	10	100
60 and over	42	86	--	14	100
<u>Family income:</u>					
Lower	84	89	--	11	100
Middle	175	37	3	10	100
Upper	173	83	4	13	100
<u>Education of homemaker:</u>					
None or grammar school	68	90	--	10	100
High school	301	85	3	12	100
College	73	86	4	10	100
<u>Number in family:</u>					
1 or 2	110	94	1	5	100
3 or 4	166	80	4	16	100
5 or more	160	36	3	11	100
<u>Status of homemaker:</u>					
Employed	160	88	1	11	100
Not employed	282	85	4	11	100

Question 72b: "Are tom turkeys usually available or not?" Asked only of homemakers who said they usually served hen turkeys.

	Cases	Yes, available	No, not available	Don't know	Total
	<u>Number</u>	-----	<u>Percent</u>	-----	
UNITED STATES TOTAL	1,033	93	2	5	100
<u>Region:</u>					
Northeast	253	91	1	8	100
North Central	271	95	1	4	100
South	324	93	1	6	100
West	185	96	1	3	100
<u>Size of place:</u>					
Metropolitan	279	94	1	5	100
Urban	469	94	1	5	100
Rural	285	93	1	6	100
<u>Age of homemaker:</u>					
Under 30 years	122	91	1	8	100
30 - 39	256	93	2	5	100
40 - 49	266	95	2	3	100
50 - 59	197	93	2	5	100
60 and over	169	92	1	7	100
<u>Family income:</u>					
Lower	232	91	1	8	100
Middle	360	94	1	5	100
Upper	420	94	2	4	100
<u>Education of homemaker:</u>					
None or grammar school	186	94	--	6	100
High school	631	93	2	5	100
College	209	93	3	4	100
<u>Number in family:</u>					
1 or 2	341	92	1	7	100
3 or 4	397	94	1	5	100
5 or more	282	94	1	5	100
<u>Status of homemaker:</u>					
Employed	356	95	1	4	100
Not employed	676	93	1	6	100

Question 73: "Which do you prefer--hen turkeys or tom turkeys?" Asked only of homemakers who said they had served turkey during the past 12 months.

	Cases	Hen turkeys	Tom turkeys	No preference	Don't know difference	Other answer, no answer	Total
	Number	Percent					
UNITED STATES TOTAL	2,022	55	18	15	11	1	100
<u>Region:</u>							
Northeast	599	44	20	18	18	--	100
North Central	584	51	23	16	10	--	100
South	497	70	12	12	6	--	100
West	342	59	16	18	6	1	100
<u>Size of place:</u>							
Metropolitan	594	50	20	13	17	--	100
Urban	840	60	18	14	8	--	100
Rural	588	52	18	20	9	1	100
<u>Age of homemaker:</u>							
Under 30 years	338	41	24	16	19	--	100
30 - 39	524	53	19	15	12	1	100
40 - 49	479	62	17	13	8	--	100
50 - 59	348	58	18	15	9	--	100
60 and over	286	62	12	18	7	1	100
<u>Family income:</u>							
Lower	446	57	16	16	11	--	100
Middle	743	53	19	16	11	1	100
Upper	792	56	18	15	11	--	100
<u>Education of homemaker:</u>							
None or grammar school	374	52	16	17	13	2	100
High school	1,265	54	21	14	11	--	100
College	374	60	13	17	9	1	100
<u>Number in family:</u>							
1 or 2	615	59	16	17	8	--	100
3 or 4	763	56	18	14	12	--	100
5 or more	615	50	22	16	11	1	100
<u>Status of homemaker:</u>							
Employed	680	58	17	16	9	--	100
Not employed	1,341	54	19	15	12	--	100

Question 74a: "Why do you prefer hen turkeys?" Asked only of homemakers who served turkey during the past 12 months and said that they prefer hen turkeys.

	United States total Percent
More tender, not tough or stringy	52
Smaller size	31
Tastier, delicate flavor, sweeter	20
Meatier, plumper, less bone	18
More white meat (specific mentions of breast and white meat)	17
More moist, not dry, juicier	14
Cooks faster	6
Always bought, used to hen turkey	5
They are better, the best (unspecified)	4
Size (unspecified)	2
More fat in it	2
Younger	1
Cheaper	1
Prettier bird	1
Miscellaneous reasons	5
Don't know; no answer	1
Total	180
Number of cases	1,111

Question 74b: "Why do you prefer tom turkeys?" Asked only of homemakers who served turkey during the past 12 months and said that they prefer tom turkeys.

	United States total Percent
Larger size	40
Cheaper	18
Always bought, used to tom turkey	17
Meatier, plumper, less bone	13
More tender, not tough or stringy	13
Tastier, delicate flavor, sweeter	11
More moist, not dry, juicier	6
More white meat (specific mentions of breast and white meat)	6
They are better, the best (unspecified)	5
Hardly any difference--both taste alike	3
Size (unspecified)	3
Less fat in it	3
Cooks faster	2
Younger	2
Smaller size	1
More available	1
Prettier bird	1
Cleaner	1
More fat	1
Miscellaneous reasons	3
Don't know; no answer	4
Total	154
Number of cases	371

Question 75: "When you buy turkey can you usually get one that is about the right weight for you or would you rather have a larger or smaller bird?" Asked only of homemakers who said they bought turkey.

	Cases	Usually find right weight	Prefer larger bird	Prefer smaller bird	Don't know	Total
	<u>Number</u>	-----		<u>Percent</u>	-----	
UNITED STATES TOTAL	1,964	87	2	9	2	100
<u>Region:</u>						
Northeast	584	89	2	8	1	100
North Central	565	87	3	8	2	100
South	479	86	1	10	3	100
West	336	85	2	12	1	100
<u>Size of place:</u>						
Metropolitan	580	86	4	9	1	100
Urban	820	86	2	10	2	100
Rural	564	89	1	8	2	100
<u>Age of homemaker:</u>						
Under 30 years	329	79	3	16	2	100
30 - 39	511	87	3	9	1	100
40 - 49	468	90	2	6	2	100
50 - 59	342	88	2	9	1	100
60 and over	271	88	1	9	2	100
<u>Family income:</u>						
Lower	423	86	2	10	2	100
Middle	722	87	2	9	2	100
Upper	778	88	2	9	1	100
<u>Education of homemaker:</u>						
None or grammar school	355	88	2	8	2	100
High school	1,236	86	3	10	1	100
College	364	87	2	9	2	100
<u>Number in family:</u>						
1 or 2	596	85	2	11	2	100
3 or 4	743	87	2	9	2	100
5 or more	599	89	2	7	2	100
<u>Status of homemaker:</u>						
Employed	663	85	3	10	2	100
Not employed	1,300	88	2	9	1	100

Question 76: "What weight turkey do you usually buy?" Asked only of homemakers who said they bought turkey.

	Cases	Less than 8 pounds	8 to 13 pounds	Over 13 pounds	Qualified answer	Don't buy; get as gift	Buy parts; buy half turkey	No answer	Total
	Number					Percent			
UNITED STATES TOTAL	1,964	9	49	39	1	--	1	1	100
Region:									
Northeast	584	9	50	39	1	--	1	--	100
North Central	565	9	44	44	1	--	1	1	100
South	479	14	56	26	1	--	1	2	100
West	336	4	44	48	2	--	--	2	100
Size of place:									
Metropolitan	580	7	48	43	1	--	--	1	100
Urban	820	10	50	36	2	--	1	1	100
Rural	564	10	48	39	--	--	1	2	100
Age of homemaker:									
Under 30 years	329	13	47	36	1	--	1	2	100
30 - 39	511	8	50	39	1	1	--	1	100
40 - 49	468	6	46	46	1	--	--	1	100
50 - 59	342	11	47	38	1	1	1	1	100
60 and over	271	10	54	33	1	--	1	1	100
Family income:									
Lower	423	16	49	32	1	--	1	1	100
Middle	722	8	50	39	1	--	1	1	100
Upper	778	6	49	43	1	--	--	1	100
Education of homemaker:									
None or grammar school	355	11	51	33	1	1	--	3	100
High school	1,236	9	46	42	1	1	--	1	100
College	364	8	55	35	--	--	1	1	100
Number in family:									
1 or 2	596	11	53	32	1	--	1	2	100
3 or 4	743	10	51	36	1	--	1	1	100
5 or more	599	6	42	50	--	1	--	1	100
Status of homemaker:									
Employed	663	10	47	40	1	--	1	1	100
Not employed	1,300	9	49	39	1	--	1	1	100

Question 77: "Do you have a freezer compartment in your refrigerator?"

	Cases	Yes	No	Total
	<u>Number</u>	-----	<u>Percent</u>	-----
UNITED STATES TOTAL	2,663	92	8	100
<u>Region:</u>				
Northeast	746	94	6	100
North Central	770	94	6	100
South	731	89	11	100
West	416	90	10	100
<u>Size of place:</u>				
Metropolitan	744	95	5	100
Urban	1,109	93	7	100
Rural	810	87	13	100
<u>Age of homemaker:</u>				
Under 30 years	502	97	3	100
30 - 39	614	93	7	100
40 - 49	551	91	9	100
50 - 59	418	90	10	100
60 and over	476	90	10	100
<u>Family income:</u>				
Lower	743	88	12	100
Middle	950	93	7	100
Upper	907	94	6	100
<u>Education of homemaker:</u>				
None or grammar school	601	88	12	100
High school	1,571	93	7	100
College	475	94	6	100
<u>Number in family:</u>				
1 or 2	945	91	9	100
3 or 4	938	94	6	100
5 or more	703	90	10	100
<u>Status of homemaker:</u>				
Employed	876	93	7	100
Not employed	1,782	91	9	100

Question 78: "Do you have a separate freezer unit--I mean one that is not part of a refrigerator?"

	Cases	Yes	No	Total
	<u>Number</u>	-----	<u>Percent</u>	-----
UNITED STATES TOTAL	2,663	33	67	100
<u>Region:</u>				
Northeast	746	22	78	100
North Central	770	34	66	100
South	731	42	58	100
West	416	37	63	100
<u>Size of place:</u>				
Metropolitan	744	18	82	100
Urban	1,109	30	70	100
Rural	810	52	48	100
<u>Age of homemaker:</u>				
Under 30 years	502	24	76	100
30 - 39	614	42	58	100
40 - 49	551	40	60	100
50 - 59	418	33	67	100
60 and over	476	26	74	100
<u>Family income:</u>				
Lower	743	24	76	100
Middle	950	34	66	100
Upper	907	40	60	100
<u>Education of homemaker:</u>				
None or grammar school	601	30	70	100
High school	1,571	34	66	100
College	475	35	65	100
<u>Number in family:</u>				
1 or 2	945	25	75	100
3 or 4	938	35	65	100
5 or more	703	44	56	100
<u>Status of homemaker:</u>				
Employed	876	29	71	100
Not employed	1,782	35	65	100

With the exception of check-box material, some instructions to interviewers, office record information, and free-answer space, the questionnaire used for this study is reproduced below in entirety. Instructions to interviewers are in upper case letters enclosed in parentheses.

I'm helping on a survey for the U.S. Department of Agriculture, and I'd like to ask you some questions about your use of various foods.

(HAND RESPONDENT CARD A)

1. Here is a list of various food items. On your last main shopping trip when you bought meat or poultry, which of these did you buy?

RESPONDENT'S CARD A

Beef	Lamb or mutton
Chicken	Turkey
Pork (not bacon)	Frankfurters

(FOR EACH ITEM BOUGHT ON QUESTION 1, ASK QUESTION 2 AND 3)

2. Had you decided to buy _____ at home, or did you decide to buy it at the store? 3. What made you decide to buy _____ that time?

4. Now, considering all the items on the list, which do you think you could serve three times a week without most of your family's getting tired of it? Any others? 5. Which ones on the list could you serve twice a week without most of your family's getting tired of it? 6. Which could you serve once a week?

(HAND RESPONDENT CARD B)

7. Here is a list of some things that have been said about various foods. Please read through the list keeping broiler-fryer chicken in mind. As you know they are small young chickens weighing up to about three pounds. Every time you come to a statement that fits your ideas or impressions of a broiler or fryer, just tell me the number of it. Pick as many statements as you wish.

RESPONDENT'S CARD B

Freezing takes away from flavor	Smells good while it is cooking
Makes a good weekday meal	Less expensive per serving than other meats
Makes a good Sunday meal	Quick freezing preserves the quality
It's not a meat	Can be served many ways
Best to buy it at special poultry stores	Good for sandwiches
Good for festive occasions	Easy to prepare
Good to order when eating out	Low in calories
Easy to buy just the amount you need	Takes a long time to prepare
It's very tasty	High in protein
Good for serving to guests	It's meat

8. Please go down the list again, this time thinking about turkey, and do the same thing. Give me the numbers of all statements that fit your impression of turkey. Pick as many as you wish.

Now, I'd like to talk some more about broilers and fryers, which you can usually buy whole or in parts.

9. How many times have you served broilers or fryers during the last seven days? 10. In the past 12 months, how often have you served broilers or fryers on the average--about how many times a week or month?

(IF "LESS THAN ONCE A WEEK" OR "NOT SERVED IN PAST 12 MONTHS," ASK:) 11. How come you don't serve broilers or fryers more often?

(IF RESPONDENT HAS NOT SERVED DURING PAST 12 MONTHS, SKIP TO QUESTION 55) 12. Are you serving broilers or fryers more often than you did four or five years ago, less often, or about the same?

(IF "MORE OFTEN" OR "LESS OFTEN" ON QUESTION 12, ASK:) 13. How come you are serving them (more often) (less often) than you did four or five years ago?

Now, I'd like to know how much each member of your household likes broilers or fryers.

14. First, I'd like some background information. Please tell me the sex and age of each individual living and taking meals here. Start with yourself--and then tell me about the others from the oldest to the youngest.

15. Would (you yourself) (other family member) like to have broilers or fryers more often, less often, or about the same as now?

As you know, there are several ways that broilers and fryers can be bought at some stores--as a whole chicken which has been cut up, or just certain parts, like the legs or breast.

(HAND RESPONDENT CARD C)

16. Here is a list of different ways broilers and fryers are sold in some places. In the last 12 months, which one of these forms have you bought most often? (IF "RAISE OWN" OR "GET AS GIFTS," THEN SKIP TO QUESTION 44)

RESPONDENT'S CARD C

Just Certain Parts--

Breasts
Legs or Thighs
Wings or Backs

All of the Fryer or Broiler--

Whole
Split in Two
Cut-up

17. What are your reasons for buying (FORM MENTIONED) most often?
18. About how many whole (FORM BOUGHT MOST OFTEN) do you use for a typical family meal?
19. In which of these other ways have you bought broilers or fryers in the last 12 months?
(IF ANY PARTS BOUGHT ON QUESTION 16 OR QUESTION 19, ASK:) 20. When you buy broiler or fryer parts, which is more important to you, the number of parts or the total weight?
21. When you buy broilers or fryers, which is more important to you, the price per pound or the total price?
22. Which do you yourself feel give you the best buy for your money--buying just certain parts or buying the whole bird? 23. Why do you say that?
24. When you buy broilers or fryers, can you usually get one that is about the right weight for you, or would you rather have a larger or smaller bird?
25. What weight bird do you usually buy? (INTERVIEWER: WEIGHT FOR SINGLE BIRD TO NEAREST FRACTION)
- Now, I'd like you to think about broilers and fryers today compared with 8 or 10 years ago.
26. In what ways do you think they are better today? 27. In what ways do you think they are not as good as they were 8 or 10 years ago?
28. Is there anything (else) you don't like about the way broilers or fryers are packaged or sold today?

(HAND RESPONDENT CARD D)

29. Here's a list of things some people look for to be sure they get good chicken. Which of these do you look for when selecting a broiler or fryer? Just give me the number. Pick as many as you wish.

RESPONDENT'S CARD D

Light color
Yellow color
No tears in skin
A plump chicken
No bruises or discoloration
No freezer burns
One that is well cleaned
No pinfeathers

Not much fat
Some fat
The right size
Inspected by Government
The brand name
Flexible breast bone
Soft moist skin
I depend on the store

(HAND RESPONDENT CARD E)

30. As you probably know, some poultry is graded by the U.S. Department of Agriculture. Which of these ways of showing grades do you think would be easiest to understand--the letters, the words, or the numbers? 31. Why do you say that?

RESPONDENT'S CARD E

LETTERS

A
B
C

WORDS

Choice
Good
Commercial

NUMBERS

1
2
3

32. Let's talk about frozen chicken for a minute. In your opinion, what is the difference between chicken that is frozen at home and chicken that is already frozen when it's sold? 33. Do they sell frozen broilers or fryers where you usually shop for food, or not?

(IF "YES, SELL FROZEN" ON QUESTION 33, ASK:) 34. Some people say they can't get frozen broilers or fryers in the way they usually buy chicken. Could you get frozen broilers and fryers in the form and amount you usually buy, or not?

35. About how long has it been since you bought any frozen chicken?

36. When broilers or fryers (or parts) are selling at a lower price than usual, do you generally buy more than you would otherwise, or not?

(IF "YES, BUY MORE" ON QUESTION 36, ASK:) 37. What do you do with the larger quantity, do you generally use most of it right away, use some and freeze some, or freeze most of it? (IF "USE SOME, FREEZE SOME" OR "FREEZE MOST" GO TO QUESTION 39) 38. Do you sometimes buy fresh broilers or fryers or parts and then freeze them at home, or not? (IF "NO, DO NOT" GO TO QUESTION 44)

39. Why do you buy fresh chicken and freeze it at home rather than buying frozen chicken in the store?

40. What do you do to the chicken before you put it in the freezer? What else?

41. During the past 12 months, what was the longest time that you kept broilers or fryers in the freezer?

42. During the past year, what was the largest number of whole broilers or fryers you froze at one time? How many parts? (IF DOESN'T KNOW NUMBER, ASK:) "How many packages?" 43. About how many whole broilers or fryers do you have in your freezer at the present time? How many parts? (IF DOESN'T KNOW NUMBER, ASK:) "How many packages?"

Now, let's talk a minute about the different ways to prepare broilers or fryers, or parts.

(HAND RESPONDENT CARD F)

44. In which of these ways have you prepared broilers or fryers in the past 12 months?

RESPONDENT'S CARD F

Broiled
Baked or Roasted
Fried
Stewed or Boiled
Barbecued

(IF MORE THAN ONE WAY ON QUESTION 44, ASK 45 AND 46:) 45. Which of these ways do you use most often in the winter? 46. Which do you use most often in the summer?

47. Would you say that your family eats more broilers or fryers in the winter, more in the summer, or about the same amount the year around?

(IF "MORE IN WINTER" OR "MORE IN SUMMER" ON QUESTION 47, ASK:) 48. Why do you eat more (in the summer) (in the winter)?

49. In the past 12 months, have you served broilers or fryers on weekdays, on Sundays, or both?

(IF "BOTH" ON QUESTION 49, ASK:) 50. Have you served them oftener for weekdays or Sundays?

51. In the last 12 months, have you cooked any broilers or fryers outdoors?

52. Have you tried a new or different recipe or way of preparing broiler-fryers in the past 12 months, or not?

(IF "YES" ON QUESTION 52, ASK:) 53. How did you happen to learn about the last one you tried?

54. What made you decide to try it?

(HAND RESPONDENT CARD G)

As you know, poultry products are being sold in a number of convenient ways today. Here is a list of some of them.

55. Which of these poultry products have you bought in the last 12 months? Just give me the numbers.

RESPONDENT'S CARD G

Frozen Chicken Pot Pies	Barbecued Chicken
Frozen Chicken Dinners	Frozen Turkey Pot Pies
Vacuum Packed Sliced Chicken	Frozen Turkey Dinners
Canned Boneless Chicken	Boneless Turkey--Roll or Formed
Canned Whole Chicken	Vacuum Packed Sliced Turkey
Turkey Parts	

56. Which of the others on the list have you seen in the store where you usually shop? 57. Are there any poultry products that are not now available that you would like to be able to buy? What?

We are finished talking about chicken. Now, I'd like to ask you just a few questions about turkey.

58. About how many times have you served turkey during the past 12 months? (IF HAVE NOT SERVED DURING PAST 12 MONTHS GO TO QUESTION 60)

59. What are the reasons you serve turkey? (GO TO QUESTION 61)

60. How does it happen that you haven't served turkey during the past 12 months? (GO TO QUESTION 77)

61. Aside from holidays and special occasions, have you served turkey for any regular meals during the last 12 months? 62. Do you sometimes serve turkey during the summer?

(IF "YES" ON QUESTION 62, ASK:) 63. Did you serve turkey last summer?

(IF "NO" ON QUESTION 62, ASK:) 64. Why don't you serve turkey during the summer?

65. Are you serving turkey more often than you did four or five years ago, less often, or about the same?

(IF "MORE OFTEN" OR "LESS OFTEN" ON QUESTION 65, ASK:) 66. How come you are serving turkey (more) (less) often than you did four or five years ago?

67. Do you usually buy fresh turkey or frozen turkey? (IF "BOTH" OR "DON'T BUY TURKEYS" GO TO QUESTION 69) 68. Are (FORM NOT BOUGHT ON QUESTION 67) usually available, or not?

69. Which do you prefer--fresh turkey or frozen turkey? (IF "NO PREFERENCE" GO TO QUESTION 71)

70. Why do you prefer (fresh) (frozen) turkey?

71. Do you usually buy (use) hen turkeys or tom turkeys? (IF "BOTH" OR "DON'T KNOW THE DIFFERENCE" GO TO QUESTION 73) 72. Are (FORM NOT BOUGHT ON QUESTION 71) usually available, or not?

73. Which do you prefer--hen turkeys or tom turkeys? (IF "NO PREFERENCE" OR "DON'T KNOW THE DIFFERENCE" GO TO QUESTION 75) 74. Why do you prefer (hen) (tom) turkeys?

75. When you buy turkey, can you usually get one that is about the right weight for you, or would you rather have a larger or smaller bird? 76. What weight turkey do you usually buy? (INTERVIEWER: WEIGHT FOR ONE TURKEY TO NEAREST FRACTION)

77. Do you have a freezer compartment in your refrigerator? 78. Do you have a separate freezer unit--I mean one that is not part of a refrigerator?

Now, just a few background questions and this will complete the interview.

79. Are you employed?

(IF "YES" ON QUESTION 79, ASK:) 80. Are you employed full or part time?

81. What kind of work does the chief wage earner in your household do? 82. What kind of business is that--what do they make or do?

INTERVIEWER PLEASE CHECK

Type of Company

1. Manufacturing
2. Retail or wholesale
3. Transportation, utilities
4. Personal or business service
5. Construction
6. Local, State, Federal Government
7. Other _____

Chief Wage Earner

8. Is an employee
9. Is an owner who hires workers
- Y. Works for himself, hires nobody

83. Offhand, do you remember how old you were when you got out of school? 84. What was the last grade you completed in school?

(HAND RESPONDENT CARD H)

85. For statistical purposes, we need to know which group your family income is in. Please look at this card and tell me the letter that shows your family's total income for 1963 before taxes. You should count all kinds of income for every member of the family living here--such as wages, interest, dividends, net income from any business, etc.

RESPONDENT'S CARD H

- | | |
|---------------------|---------------------|
| A Under \$2,000 | F \$6,000 - \$6,999 |
| B \$2,000 - \$2,999 | G \$7,000 - \$7,999 |
| C \$3,000 - \$3,999 | H \$8,000 - \$9,999 |
| D \$4,000 - \$4,999 | I \$10,000 or more |
| E \$5,000 - \$5,999 | |

86. Sex of respondent.

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